

# WE'RE

# RECRUITING

Join the team at Denbighshire Leisure Ltd.







## Guest Services Assistant x3

**Location:** The Nova, Prestatyn

**Salary:** Grade 3, £18,562 to £19,312 per year

**Hours:** 37 hours per week

**Contract:** Permanent

**Closing Date:**

### How to apply:

If you are interested in this vacancy, please apply on-line via the website [www.denbighshireleisure.co.uk](http://www.denbighshireleisure.co.uk). For alternative methods of applying please contact Denbighshire County Council Customer Services on 01824 706101.

Denbighshire Leisure Ltd. is a Council owned Trading Company Limited by Guarantee and as such application forms are administered by Denbighshire County Council. Candidates must complete our application form via the website to be considered. We regret that we are unable to reply to all applications. If you have not received a reply within three weeks of the closing date, you must assume that you have not been short listed for interview.

## Letter from the Managing Director

Hi, my name is Jamie Groves, and I am the Managing Director of Denbighshire Leisure Ltd. As you are interested in joining our Company, we thought you would like to know a little bit about us.

This is a truly exciting time to join Denbighshire Leisure Ltd, as we are a new Company with a well-established, passionate and driven team, who all have a culture of high performance and excellent customer service. Our past successes have led us to where we are today, with a reputation for great experiences in all our facilities and a team who thrive on the customer having the best experiences possible.

Our commitment to providing customers with the highest standard of facilities continues year on year, and this rolling programme of investment into our facilities has led to a well-deserved reputation for providing residents and visitors with sport, fitness and leisure facilities that compare with the very best of the private sector. Our seven Leisure Centres offer top class gym equipment and a wide variety of fitness classes. Across the county, we also have six swimming pools, as well as sports halls and outdoor all weather pitches.

For those looking for a fun day out, we have SC2 water park with Ninja TAG in Rhyl, the Nova – our premium visitor destination in Prestatyn, and North Wales Bowls Centre. We also offer fine dining and cocktails in the 1891 Restaurant and Bar in Rhyl or pizza and a drink in the sunshine at the Beach Hut in Prestatyn. For those with an interest in the arts, you might like to pay a visit to Ruthin Craft Centre, the Centre for the Applied Arts with three galleries showing the best in national and international contemporary applied art. Our busy Active Communities team have a wealth of experience in their own sectors, and together they combine their skills to offer a varied programme of high quality, inclusive leisure opportunities. Everyone is committed to providing an excellent service to all our customers, so whether it's hosting a birthday party or helping someone improve their health and fitness, we are happy to help.

Our success is down to our staff, and we have a great team and ethic at Denbighshire Leisure Ltd. We offer a wide range of opportunities for training and career progression, and work hard to ensure our staff are happy in their chosen roles. If you are also passionate about providing excellent service, are friendly and approachable, with a desire to help both colleagues and customers, then you'll fit right in.

We look forward to receiving your application.



*'Providing high quality, accessible leisure opportunities which attract high levels of participation and improve the wellbeing of our residents and visitors'*



## Denbighshire Leisure Ltd.

Denbighshire Leisure Ltd. is committed to Equal Opportunities and its Welsh Language Standards. We welcome applications in the Welsh Language and application forms received in the Welsh Language will not be treated less favourably than an application form submitted in English.

The Denbighshire Leisure team are a well-established, passionate and driven team, with a culture of high performance and excellent customer service. Our past successes have led us to where we are today, with an excellent reputation in all our facilities, and a hard working team who thrive on the customer having the best experiences possible.

We expect our staff to be committed to;

- Providing an excellent standard of service at all times
- Their own self development and the development of our business
- Working flexibly across sites where needed
- Supporting team working, supporting their colleagues and our customers

Our workforce is of utmost importance to us and we are committed to supporting staff to achieve a positive work-life balance. All employees of Denbighshire Leisure Ltd. are entitled to a variety of benefits, including discounted gym membership, personal and professional learning and development opportunities, generous annual leave allowances (with the opportunity to purchase more) and support for applications for career breaks and secondments.

**Our People | Our Business | Our Community**





## Job Description

**Job Title:** Guest Services Assistant

**Grade:** 3

**Company :** Denbighshire Leisure Ltd.

**Responsible to:** Commercial Manager

**Job ID Number / Date Issued:** 03512

### Job Purpose:

As a member of the Guest Services team, you will be expected to provide a warm, friendly and memorable welcome to our guests and to ensure that their needs and expectations are met throughout their stay with us. You will provide support in all guest service related functions and, depending on the attraction, will be expected to keep up to date with information about fitness, swimming programmes, children's activities, theatre programme and food and beverage offers, as well as maintaining an up to date knowledge of our facilities, pricing and promotions in order to advise our guests accordingly.

You will be expected to apply a 'customer first approach' to all aspects of our customer operations, ensuring all touchpoints of the customer journey are driving customer conversion rates, delivering exceptional customer experience, generating repeat business and embedding DLL's reputation for excellence.

### Principal Accountabilities and Responsibilities:

- Ensure that all guests receive a friendly and memorable welcome.
- Ensure that all guest enquiries and complaints are dealt with in a friendly and professional manner, ensuring guest satisfaction at all times. Where appropriate ensure that comments and complaints are reported to management.
- Monitor and respond proactively to leads and enquiries through our social, email and enquiry handling platforms.
- Receive and take customer bookings for specific programmes and events, and receive / administer payments from customers for bookings, admission and goods.
- Ensure appropriate upsell opportunities are suggested for all bookings and transactions wherever possible.
- Promote and encourage use of DLL's online platforms, assisting members and guests as required. Depending on the attraction, these may include booking, ticketing, enquiry handling, member support and swimming lesson platforms.
- Keep up to date with availability, promotions and pricing in order to provide advice to guests as necessary and maximise sales opportunities.



- Promote DLL facilities and attractions and, subject to the attraction, conduct facilities tours for potential members and guests.
- Provide general information and advice regarding the attraction's programmes of events and activities.
- Work closely with operations, food & beverage and housekeeping teams regarding guest requirements to ensure that all guests' needs and expectations are met throughout their visit.
- Ensure that the front of house and guest areas are well maintained at all times
- Uphold and enforce company policies, procedures and standards as required.
- Undertake administrative work as required, including administering and recording all income and expenditure.
- Support the company's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

## Knowledge, Skills, Training and Experience

- Previous front of house experience within the attraction, leisure or hospitality sector
- Excellent telephone manner and IT Skills
- High standard of personal presentation
- Excellent communication and interpersonal skills with a confident and outgoing personality and an ability to interact with people at all levels
- Ability to take initiative and a practical approach to problem solving
- Passion for delivering exceptional guest service
- Courteous and pleasant attitude towards guests and colleagues
- Ability to work as part of a team
- Good attention to detail
- Ability to work under pressure and juggle competing priorities in a busy, fast paced and challenging environment with minimum supervision
- Positive and flexible approach to work (weekend and evening work will be required)



## Supervision/Management of People

- Responsible for directing and supporting customer facing staff. There is no direct line management responsibility included in this role.

## Special Working Conditions

- Given the dynamic and seasonal nature of our attractions, a flexible approach to core working hours will be required, particularly during peak season, with evening and weekend working.
- As reflected in the responsibilities, postholder will be expected to undertake a wider company role in coordinating the delivery of marketing activity and, as such, the post holder must have the ability to travel across the county.
- The post holder will be required to complete tasks autonomously, and have a proven ability to work off their own initiative.
- The ability to prioritise work, deal with conflicting priorities and meet deadlines is essential to this post.

## Vision / Context

Denbighshire Leisure Ltd has been transformed over the past decade and is now renowned for delivering high standards of provision right across the County of Denbighshire; offering a new, unique, affordable, and a commercially sustainable Leisure offers; whilst making a significant contribution to improving the health of our residents and delivering Economic prosperity. This has been possible because of a highly motivated workforce, with a great culture who work to strong values.

The post holder will be expected to display and promote our company core values:

- We will stand by our principles of integrity and honesty.
- We will be trusted by our staff to always do what is right as their employer, and make them proud.
- We will never accept the status quo. We will work harder, become stronger and continue to deliver the highest quality of service to our customers.

Denbighshire Leisure Ltd has three important, but distinct pillars, which informs and influences the way we work and why the Company was created. The Company is recognised for the valuable contribution it makes to our communities, how it works with its partners and other businesses, and more importantly how the Company looks after and develops its workforce – the Company very much believes in a 'one team - one bank account' philosophy.



## The three pillars of Denbighshire Leisure Ltd:

### Our Community

Within the wider Denbighshire area, our teams work with a network of smaller communities consisting of customers, sports clubs, local groups and residents. We place these communities at the heart of everything we do.

### Our People

We believe that our staff are a vital element of Denbighshire Leisure's success. We value the skills and experience each individual brings to their role and although the Company offers a diverse range of services, our teams all have the same qualities in common – they are passionate and driven, with a culture of high performance and a reputation for excellent customer service.

### Our Business

Denbighshire Leisure Ltd is a new Company, built from a history of high performance and innovative practice. Over recent years, as a service within Denbighshire County Council, we have built lasting and mutually beneficial relationships with a number of partner organisations. We are looking forward to the continued success of these established partnerships, whilst also developing new and exciting ventures. Within all of our relationships, we are committed to acting with integrity, transparency and courtesy.

"The post holder is key to ensuring that '...by 2030 the company will continue to be renowned for providing high quality, accessible leisure opportunities which attract high levels of participation, and improve the wellbeing of Denbighshire's residents and visitors."





## Employment Checks/Specific Requirements

All new starters are required to undergo our standard safer recruitment checks; two satisfactory references covering three years employment, evidence of essential qualifications, evidence of Right to Work in the UK.

## Safeguarding Statement

Denbighshire Leisure Ltd recognises its obligations to safeguard children and adults together with preventing slavery and human trafficking and will do all in its power to prevent slavery and human trafficking within its business. Modern slavery can take many forms including the trafficking of people, forced labour, servitude and slavery.

Safeguarding is everyone's business and all Denbighshire Leisure employees are required to work in accordance with the organisation's Child / Adult Safeguarding policies and procedures and have a duty to report any concerns which may be noted during the course of their duties and are asked to be alert to the signs of exploitation. Concerns should be raised via their Designated Safeguarding Manager in order that the organisation can take prompt action when exploitation is identified.



# Person Specification

The Person Specification sets out the skills, knowledge and experience that are considered to be necessary to carry out the duties of the post effectively. It will be used in the short-listing and interview process for this post. You should demonstrate on your application form how you meet these criteria as you will only be shortlisted if you meet all of the essential criteria (and desirable criteria where applicable).

Post title: Guest Services Assistant

Company: Denbighshire Leisure Ltd

Grade: 3

Criteria	Essential	Desirable
Education and qualifications	GCSE in Maths and English or experience in a relevant discipline	
Relevant experience	Previous experience within a customer facing role	Previous experience within the attraction, leisure or hospitality sector
Job related knowledge and skills	Good literacy and numeracy skills  Good telephone manner and IT Skills  Excellent communication and interpersonal skills with a confident and outgoing personality and an ability to interact with people at all levels	

Criteria	Essential	Desirable
<p>Job related knowledge and skills</p>	<p>Ability to take initiative and a practical approach to problem solving</p>	
<p>Personal Qualities</p>	<p>High standard of personal presentation</p> <p>Courteous and pleasant attitude towards guests and colleagues</p> <p>Ability to work as part of a team</p> <p>Good attention to detail</p> <p>Ability to work under pressure and juggle competing priorities in a busy, fast paced and challenging environment with minimum supervision</p> <p>Positive and flexible approach to work (weekend and evening work will be required)</p>	
<p>Other requirements</p>	<p>Empathy with the Welsh language and culture.</p>	<p>Ability to communicate and work through the medium of Welsh.</p>





**Thank you for your interest.**

For more information please contact Steve Baldwin, Commercial Manager,  
on 01824 712378 5 or [steven.baldwin@denbighshireleisure.co.uk](mailto:steven.baldwin@denbighshireleisure.co.uk)



[www.denbighshireleisure.co.uk](http://www.denbighshireleisure.co.uk)



Denbighshire Leisure Ltd



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