



Reception and Sales and Marketing Assistant

We are pleased that you are interested in joining us at The Burn How Hotel. Here is a little more information about us that might interest you....

The hotel

The Burn How – meaning “the house on the hill by the stream” – was originally owned by the Short family who were famous for their 1937 Sunderland flying boat.

The current owner is Mr Michael Robinson and the General Manager is Mrs Johnson. The Burn How Main House is in an elevated position overlooking the garden housing the Reception area, Lounge, Bar and Restaurant. And nestling among the trees you’ll find a diverse range of room types from standard to deluxe and chalet-style to cottage rooms. We have 28 rooms in total.

The team

We are a small friendly team, proud about delivering an exceptional experience to all of our guests, many who return year on year. Over 50% of our staff have been working with us for many years, and are the core of our friendly happy team.

The role

This is a newly created role developed to support our Reception and Deputy Manager Mrs Linda Aird. It can be Full or Part-time and we may be able to offer shifts to suit as long as we can meet the demands of the business. We are proud of the fact that our operations are designed with our guests at the forefront and unlike many hotels we still operate a manual ledger, producing hand written registration forms and bills which our guests love (this does mean you will need neat handwriting). However, we also recognise that we do need to embrace technology and utilise online marketing including social media and e-newsletters more fully to attract new guests.

That’s where you come in. We want you to work with Linda to undertake the usual reception duties alongside delivering our online marketing activity. You can find more details about the role in the attached job description. It’s also important to note that we are all hands on and help each other out to deliver an efficient and friendly service to our guests, so we are looking for someone who will pitch in and help with food and drink service too.

The salary is £21,000 - £27,000 (pro-rata) and that all depends on your experience. We offer 28 days holiday including bank holidays (though you may need to work some of these). When you are at work, we provide free meals on duty.

Job Description

Job Title: Reception and Sales and Marketing Assistant

Salary: £21,000 -£27,000 depending on experience

Reporting to: Reception and Deputy Manager



Purpose and key objectives

The Reception and Sales and Marketing Assistant will work as part of the Front of House team reporting to the Reception and Deputy Manager. Working mainly at the hotel's reception desk you will work to increase revenue and occupancy whilst all the time delivering outstanding customer service. You will be proactive in assisting the whole hotel team.

Key responsibilities

1. Be available and accessible to guests providing an outstanding level of customer service
2. Ensure the reception and lounge area is tidy, engaging and well stocked with relevant up to date literature providing a welcoming environment
3. Answer incoming calls dealing with general enquiries, guest reservation queries and passing on correspondence in a friendly, polite and efficient manner
4. Have detailed knowledge of the hotel and facilities to enhance guest satisfaction and develop sales
5. Be responsible for checking guests in and out, ensuring all guests receive a warm welcome, all payments are settled, and a perfect lasting impression is created
6. Convert enquiries into reservations increasing revenue and occupancy
7. Take reservations using the hotel's manual booking system effectively and deal with external booking sites (e.g booking.com) ensuring attention to detail
8. Work with your Line Manager to assist in the planning, execution and optimisation of the hotel's online marketing activity
9. Develop and update engaging social media activity as planned ensuring attention to detail
10. Deliver email campaigns in line with the hotel's marketing plan
11. Collect, collate and share customer feedback to support continuous improvement
12. Support the full hotel team as required to serve meals and drinks including breakfast, lunch and evening meals when required

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes of legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

About You

We are looking for someone who has the following skills and experience:

- Experience of dealing with customers on the phone, online and face to face
- Excellent attention to detail
- Professional and friendly telephone manner
- Experience in query and complaint handling
- Able to multi-task and prioritise duties
- Computer literate
- Good numeracy and literacy skills
- Ability to convert enquiries into sales
- Good understanding of digital marketing concepts and best practice
- Knowledge of web analytics tools (e.g. Google Analytics)
- Strong team player and able to work on own initiative
- A strong desire to deliver an exceptional guest experience
- Self-motivated and results orientated person
- Experience of working in a hotel would be ideal but not essential

Additional Information

The post can be Full or Part-time (3 days minimum). Working days will be based on a rota to suit business needs and will include some evening and weekend working. Candidates must demonstrate that they can fulfil the requirements of the post.

Pension Benefits: we have an auto-enrolment pension scheme that applies to this post.

How to apply

Please send your CV and a covering letter fao Linda to info@Burnhow.co.uk or post it to
The Burn How Garden House Hotel
Back Belsfield Road
Bowness-on-Windermere
Cumbria
LA23 3HH