



Sales and Reservations Officer

Section: Holiday Parks

Salary point: 8

Position number: PSC1039, PSC1038

Last updated: May 2025

Position objectives

The position facilitates the promotion, sales and booking process for Beachside Holiday Parks and the Koala Sanctuary.

The position is required to work a minimum of 60 to a maximum of 76 hours per fortnight, across a 7 day roster, with a level of flexibility needed to meet operational needs.

The position is required to work primarily from our Reservations Centre at the Koala Sanctuary. The position may also from time to time be required to work across any of Council's Beachside Holiday Parks or the Koala Sanctuary, as per operational needs.

PSC values



Respect: Creating a unique, open and trusting environment

Integrity: Being honest and taking responsibility for our actions

Teamwork: Working together as one Council to support each other

Excellence: Improving the way we work, to meet future challenges

Safety: Providing a safety focused workplace culture

Key responsibilities

- The role is responsible for building quality relationships, exceptional customer service and expert advice to create an enjoyable and safe holiday experience for guests and visitors.
- Cash handling, record payments, monitor and reconcile administrative financial transactions, follow and complete daily banking procedures.
- Use Council's reservation management system (Newbook) to manage all aspects of guest reservations and enquiries.
- Provide general administrative support to the leadership team.

- Comply with Council's safety policy and procedures, contribute to and comply with risk treatment plans, standard operating procedures and safe work method statements, participate in safety inspections and toolbox meetings and complete incident reports.
- Ensure application of Park Rules & Information, Terms and Conditions, Cancellation Policies and Rebooking Procedures.
- Contribute to the planning, coordination and facilitation of onsite activities, tours and events.
- Provide a consistent experience to guests and visitors, maintain up to date knowledge of the LGA to enhance their stay in Port Stephens.
- When necessary, assist with all reasonable housekeeping and maintenance tasks to ensure smooth operations.
- Monitor social media, third party and competitor websites regularly to ensure we remain competitive and retain appropriate rankings.
- Communicate and liaise with stakeholders in a manner that encourages safety, teamwork and enhances and customer service.
- Use appropriate selling techniques to convert inbound enquiries to reservations.
- Produce reports as necessary on phone call data and weekly sales targets and meet agreed KPI's.
- Upsell / cross sell available products and services for all Beachside Holiday Parks and the Koala Sanctuary.

Key accountabilities

- Ability to build and maintain relationships with staff, guests and visitors.
- Ability to manage time to undertake multiple tasks.
- Professional phone and clear, concise communication skills.
- Skilled, accurate use of a dedicated reservation management system.
- Responsible for cash handling and end of day financial reconciliation.

Extent of authority

Decisions are generally made within the scope of established procedures and guidelines or in consultation with the relevant Team Leader. The position may assist the leadership team with on the job training.

Judgement and decision making

- Prioritize workload to meet deadlines
- Problems are readily solved by applying basic principles / procedures and established practices.
- Work is often not closely supervised, the position will work independently on a daily basis

Skills, knowledge and capacity

Organisational

- Demonstrated commitment to a customer service culture and delivery of quality service.
- Commitment to learning and understanding of the Australian Business Excellence philosophy.

- Conduct that demonstrates to others Council's commitment to Respect, Integrity, Teamwork, Excellence and Safety
- Demonstrated commitment to completing tasks within time, cost and quality.
- Demonstrated ability to multi task and work in a busy environment.
- Ensure all documentation is completed on time and to required standards.

Interpersonal

- Proven ability to respond positively to guests and visitors and deliver a quality guest experience
- Demonstrated high level of communication and interpersonal skills.
- Demonstrated skills in negotiation, problem solving and conflict resolution to enable effective liaison with guests and visitors
- Demonstrated self motivation skills and an ability to work in a team environment.
- Sensitive to and an understanding of the diverse cultural needs of guests and visitors.

Qualifications and experience

- Certificate III qualifications in customer engagement, call centre operations, tourism or a relevant field or relevant experience in the tourism / holiday park industry including thorough knowledge of the Port Stephens LGA and local tourism.
- Demonstrated customer service experience with a sales focus.
- Experience working with office systems and procedures including day's end reconciliation.
- Current drivers license.
- Demonstrated ability to work as part of a team, prioritize workload and contribute to team success.
- Intermediate computer skills including Microsoft Suite applications.
- Evidence of experience with Reservation Management Systems (Newbook)

Capability Framework level: Intermediate

Personal attributes	Relationships	Results	Resources
• Manage self • Displays resilience and adaptability • Act with integrity • Demonstrate accountability	• Communicate and engage • Community and customer focus • Work collaboratively • Influence and negotiate	• Plan and prioritise • Think and solve problems • Create and innovate • Deliver results	• Finance • Assets and tools • Technology and information • Procurement and contracts

Position description approval

Employee

Date