

GATLINBURG

SKYLIFT PARK

GUEST SERVICES SPECIALIST
Job Description

REPORTS TO: General Manager
DATE: December 2020
STATUS: Full-time Year-round

GUEST EXPERIENCE SPECIALIST

As a member of a guest-focused team, the Guest Services Specialist oversees and assists with all aspects of guest service, ensuring standards are met throughout the operation. The role includes direct interaction with guests, monitoring and reporting guest feedback, and conducting guest service training.

RESPONSIBILITIES

- Establish and document guest service standards per company guidelines and as directed by the General Manager
- Know each touchpoint in the guest journey and core responsibilities of all related positions
- Conduct guest service training with all current team members and manage a schedule for each to receive refresher training annually
- Assist with new hire onboarding, orientation and training coordination
- Conduct guest service training with all new hires
- Maintain frequent face-to-face contact with all frontline team members and observe interaction with guests
- Develop and manage program to consistently recognize top guest service providers
- Discuss sub-par and superior service provided by a team member with the appropriate supervisor in a timely manner
- Real-time monitoring of guest review/feedback websites for opportunities to immediately correct/improve
- Prepare summary reports for ratings and comments from guest review websites and track weekly + monthly progress
- Respond, as appropriate, to guest reviews/comments posted to websites such as Google, TripAdvisor, Yelp
- Assist Marketing Manager as needed with guest reviews/comments posted to social media channels
- Respond directly to guest inquiries/comments received by phone and email, and in surveys
- Assist in creating a guest satisfaction survey, establish NPS and departmental guest satisfaction goals, and manage administration of the survey
- Create and execute on-site campaign to drive guest reviews on chosen websites, social media channels, guest satisfaction survey
- Frequent communication with the Marketing Manager to share updates and align messaging for events, policy changes, new programs/initiatives, overall operations
- Oversee brand standards per Boyne Resorts audit, working as needed with managers/supervisors to ensure compliance
- Provide recommendations for operational improvements to managers
- Relay opportunities to Marketing Manager for expanded or revised content online/in market
- Participate with internal committee to regularly review donation requests
- Maintain a good understanding of the operation, including current and future projects
- Assist as called upon with phone calls, special event, ticket sales, community involvement

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QUALIFICATIONS

- People person with positive attitude and ability to relate effectively to guests and team members
- Ability to clearly and effectively communicate; excellent verbal and written communication skills
- Excellent organizational skills and attention to detail
- Flexibility, with the ability to act quickly and effectively on arising opportunities
- Ability to work in congested, fast-paced environment

EDUCATION & EXPERIENCE

- College or university degree preferred; high school diploma required
- Two or more years' experience in guest service
- Proficient computer skills in Microsoft Office application
- Experience with team member training and guest review websites a plus

REQUIREMENTS

- Evening, weekend and holiday work schedule
- Involves outdoor work, year-round
- Accessible by email when off-site

APPLICATION and DEADLINE

Submit resume to info@gatlinburgskylift.com.

Deadline for submission is Thursday, December 31, 2020.