



## JOB DESCRIPTION – OPERATIONS MANAGER

LOCATION	Gayton and Caravan Parks across the West Norfolk Coast
REPORTING TO	Managing Director
DIRECT REPORTS	Grounds Foreman, Reception Administrator, After Sales Manager
SALARY	Dependent on experience

### About us

McDonnell Caravans is all about helping people find their place by the coast in Norfolk.

With decades of experience in holiday home sales, our team brings a straightforward, knowledgeable approach and a genuine understanding of what ownership means to our customers - time to unwind, space to reconnect, and the freedom to return whenever you choose.

Care, honesty and attention to detail sit at the heart of everything we do. From first conversations to long after the keys are handed over, we take pride in offering a service that feels open, dependable and personal - the kind our customers return to and recommend.

Today, McDonnell Caravans is part of Holkham, one of the UK's most pioneering and sustainable rural estates. Together, we offer something more than a holiday home. It's a connection to a place shaped by coast, countryside, nature and custodianship.

You'll find the same friendly, trusted service our customers have always valued, now supported by the wider Holkham team. **Job Purpose**

The Operations Manager leads the seamless delivery of exceptional holiday home owner experiences across the holiday park portfolio by ensuring operational excellence, commercial efficiency, and consistent service standards. This role drives the performance of on-park teams, optimises processes, and oversees day-to-day operations to deliver customer satisfaction. Working closely with sales and

distribution functions, the Operations Manager ensures that operational capability aligns with demand, supports strategic growth, and maintains compliance, safety, and brand integrity across all sites. The role combines office-based responsibilities with hands-on operational work across the park. A company pool vehicle is available for all park-related duties.

The postholder will be required to demonstrate excellent leadership skills, a customer-focused mindset, and the ability to manage multiple operational priorities with precision and confidence. They must bring essential experience in health and safety administration and reporting, ensuring full compliance and a culture of safe working across all activities. A keen eye for detail, proactive problem-solving, and strong organisational capability are critical, alongside the efficient use of resources, meticulous planning, and exceptional people-management skills to maintain consistently high standards and deliver an outstanding experience for customers and colleagues alike.

## Responsibilities

The following is intended to provide guidance as to duties but is not exhaustive;

- **Park Operations:** Oversee the daily operations of the holiday parks, ensuring all facilities, grounds, accommodations, and services are functioning smoothly.
- **Team Management & Leadership:** Lead and manage a diverse team including grounds staff, office based staff and third-party contractors. Train, coach, motivate ensuring they deliver high levels of service in line with McDonnell Caravans standards.
- **Customer Experience:** Lead the team in maintaining high standards of customer satisfaction by supporting internal departments in resolving customer issues while ensuring a welcoming and enjoyable environment.
- **Park Development:** Play an active role in park development planning and execution, sharing responsibility with the management team and leading specific projects as required.
- **Health & Safety Compliance:** Support the Maintenance Manager to ensure the park adheres to health and safety regulations, including regular inspections, risk assessments, and incident reporting.
- **Maintenance Oversight:** Manage ongoing maintenance of the park's facilities, public areas, facilities buildings, and grounds to maintain a high standard of presentation.
- **Financial Management:** Assist with budgeting, cost control, and financial reporting, ensuring operational efficiency.
- **Sales Support:** Assist with caravan and lodge sales enquiries, ensuring effective coordination with the sales team.
- **Marketing Support:** Collaborate with the marketing team to promote the park and its offerings, including special events, promotions, and customer loyalty programs.
- **Equipment & Supplies:** Assist in overseeing supplies, equipment, and materials, ensuring timely orders and cost-effective purchasing.
- **Compliance:** Ensure that the park operates in line with legal regulations, including health, safety, environmental, and local government requirements.
- **Operational Oversight:** Coordinate with other departments (e.g., housekeeping, caravan sales and maintenance) to ensure smooth daily operations and seamless customer experiences.

- **Complaint Resolution:** Handle customer complaints and feedback professionally and effectively, implementing solutions that enhance customer experience and loyalty
- **Duty Management:** Deputise for the General Manager as more senior support for the rare but complex situations that arise.
- **Fire/Flood evacuation planning:** Actively operate evacuation/fire drills, reviewing and updating policy and communication (where applicable) to customers.

## Skills and Experience

Strong leadership skills, with a visible, hands-on approach and the ability to lead by example.

- Effective team-management skills, able to foster high levels of teamwork.
- Excellent communication skills.
- Ability to provide exceptional customer service and work confidently with clients at all levels, including those with complex or demanding needs.
- Ability to work under pressure and resolve conflicts in a fast-paced environment.
- Strong organisational skills with a keen eye for detail and effective time management.
- Experience of managing budgets and projects.
- Proficiency in Microsoft Office Suite.
- Experience in Health & Safety Management.
- Desirable: Previous experience in a similar role within the hospitality or holiday park industry.

## Personal Qualities

- Discreet and trustworthy.
- High level of professional and personal standards.
- Performance-driven work ethic.
- Flexible to work weekends, holidays, and peak periods as required.
- Consistently demonstrate and able to develop in others the 5 Holkham Behaviors below.
- A full UK driving licence is required.

## Training

You will be required and encouraged to engage in a program of professional development.