



SOUTH AUSTRALIA

# Senior Central Reservations Agent Position Description



**ROOF GARDEN**  
HOTEL  
ADELAIDE CITY



**OASIS**  
APARTMENTS  
PORT AUGUSTA



**OLD LION**  
APARTMENTS  
NORTH ADELAIDE



**MINIMA**  
HOTEL  
NORTH ADELAIDE



**TYNTE STREET**  
APARTMENTS  
NORTH ADELAIDE

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**PURPOSE**

Consistently, through a disciplined approach, focus on providing exceptional and professional customer service to our valued customers and to achieve the company vision of delivering the highest quality of service to ensure true and lasting customer loyalty.

**POSITION OBJECTIVES**

- **COMMITMENT AND CONSISTENCY** – To provide quality of customer service always maintaining a consistent approach to ensure the highest levels of service and product are delivered through excellence to ensure customer satisfaction.
- **ACCOUNTABILITY** – Through a disciplined approach maintain a culture of self-accountability within the team to ensure the company vision and values are achieved.
- **DISPLAYED INITIATIVE** – Ability to follow direction and tasks while recognising when attention is needed in other areas and attending to them with the appropriate level of priority.
- **COMMUNICATION** – Effective communication skills incorporating a collaborative approach including confidence, professionalism and an empathetic approach with internal and external stakeholders.
- **PROFESSIONALISM** – Consistent approach when collaborating with all levels of staff, customers and external sources.
- **TIME MANAGEMENT** - Accountability to achieve all tasks in a timely and efficient manner to ensure customer service levels are maintained at the highest level.
- **ANTICIPATORY SERVICE** – Identify and service customer’s needs before they ask.
- **ACHIEVE COMPANY VISION** – Achieve our purpose to build true and lasting customer and staff loyalty.

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**KEY RESPONSIBILITIES**

With a disciplined approach, complete the following tasks, including but not limited to:

**Reservations and Sales Management**

- Hands on involvement in processing reservations by telephone, email, facsimile and third-party channels
- Monitor entry of reservations to maintain standards and accuracy in line with policy and procedure
- Use sales techniques to ensure guests are matched with the best possible experience for their needs
- Provide information on reservations and availability to other departments as requested
- Remain the contact for all amendments and communication
- Enter rooming lists for upcoming groups
- Maintain relationships with regular guests, agents, companies and other bookers

**Inventory and Rate Management**

Assist Reservations and Revenue Manager as necessary with the following:

- Update room rates across all internal and external booking channels
- Manage room inventory and rate availability across all internal and external booking channels and various markets (FIT, Corporate, Inbound, Groups etc)
- Using the hotel PMS, manage inbound and wholesale allotments ensuring that the inventory and rates are entered and maintained correctly
- On a regular basis, check all allocations and group blocks in the PMS to ensure that allocated rooms have been released by their cut off dates or picked up
- As requested by the Corporate Sales Manager, set up new rate codes and packages

**Administrative Tasks and Procedures**

- Provide regular feedback or information as requested
- Communicate any identified opportunities and suggestions to generate sales

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**SKILLS****Required****EXPERIENCE**

- Effective communication skills incorporating a collaborative approach

**QUALIFICATIONS****KNOWLEDGE**

- High level of accuracy and attention to detail when delivering products and services
- Exceptional time management skills with proven experience to establish priorities, organise workloads and ensure deadlines are met within a collaborative empowered environment
- Flexibility to work the required shifts
- An attitude of professionalism at all times
- Consistent approach to self-development and ability to address and implement continual improvement within the team
- Experience of working in a busy environment whilst maintaining high level of service
- High level of personal presentation
- Committed approach to continuous improvement in all areas of responsibility
- A shared passion and responsibility towards our groups vision and values

**Highly desirable**

- Proven experience in a similar role within a 4 and 5 star environment
- Opera PMS – Cloud or Version 5
- SiteMinder & common third-party extranets

**ORGANISATIONAL  
RELATIONSHIPS**

- Report directly to the Reservations & Revenue Manager
- Working as required with:
  - Central Reservations Agents
  - Guest Service Agents
  - Night Auditor
  - Sales and Marketing Department
  - Hotel Managers
  - Department heads across Majestic Hotels

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**VALUES**

Demonstrate a work ethic, attitudes and values compatible with Majestic Hotels vision and values, specifically: -

- Passion for our brand, products, staff, guests and industry
- Professionalism at all times
- Commitment to quality customer service standards and values
- Respect and value of each and every team member across our group
- High level of communication skills characterised by patience, clarity and empathy at a personal, written and telephone level
- Flexibility and adaptability to handle changing work environments and the ability to support others in an environment of change
- High level of interpersonal skills
- An attitude to work within Workplace Health and Safety requirements
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## **VISION STATEMENT**

*“our purpose as a company”*

Majestic Hotels purpose is to build true and lasting customer and staff loyalty.

We recognise that to truly loyal customers we become the **hotels of choice** and to truly loyal staff we become the **employer of choice!**

## **VALUE STATEMENT**

*“what we stand for as a company”*

Majestic Hotels values are what we believe in; they guide what we do each and every day.

Our customer values -

- CONSISTENTLY DELIVER GREAT PRODUCTS – achieve consistent focus towards maintenance and upkeep of physical product
- PROVIDE THEM THE ATTENTION THEY DESERVE – recognise them early!
- PROVIDE REGULAR ANTICIPATORY SERVICE – identify and service customers needs before they ask
- DELIVER A CONSISTENT SERVICE STANDARD – all staff + all departments + all products
- APPROACH OF CONTINUOUS IMPROVEMENT - by all staff toward product and service

Our staff values-

- PROVIDE OPPORTUNITY – to a highly diverse range of the community, with varying skill levels, respecting those choosing to earn a secure income, as well as those who in addition wish to build a career
- EMPOWERMENT + ACCOUNTABILITY + COLLABORATION – an environment where not only the most senior make decisions; where we all accept responsibility for our individual performance whilst working collectively as a true team
- RESPECT + VALUE – display genuine respect for each other, truly valuing each and every team members contribution no matter the role
- PROFESSIONALISM – conducting ourselves in a professional manner at all times
- DEVELOPMENT – provide clear direction on purpose and function, deliver adequate training, conduct regular appraisals, provide recognition when due and display continuous support

**PEOPLE ARE OUR BUSINESS – OUR SUCCESS DEPENDS ON THEM!**

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I have read and understood the requirements of the role as outlined in this position description.

\_\_\_\_\_  
Employee Name

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date