

## About us...

Lincolnshire



With travel branches across Lincolnshire and the surrounding counties, our travel colleagues proudly serve their local communities and ensure excellent customer care for holidaymakers. We have been trading for more than 160 years and we're 100% independent, using a wide choice of operators so we can provide a truly personal approach to finding the perfect holiday for our customers. We're a local name that our customers can trust.

## Essential Information – *what you need to know*

### Job purpose:

- Leading the branch team to deliver outstanding service and meet performance targets.
- Driving branch sales through strategic leadership and a focus on customer relationships.
- Coaching and developing colleagues to build a high-performing, confident, and motivated team.

### You'll report to:

- Travel Area Manager

### Your hours:

- 37.5 hours per week (FTE)

### Your relationships:

- All colleagues from within the Travel team, including operational management.
- Colleagues from across the wider Society, including colleagues in Membership, Talent Acquisition, People Services, Marketing, etc.
- Customers, clients, suppliers and stakeholders at all levels.

### What you'll bring to us:

- At least two years' experience in a branch management role within the travel industry.
- A proven record of leading and developing successful, sales-focused teams.
- An engaging and supportive leadership style, with strong coaching and mentoring skills.
- Excellent time management, problem solving, and delegation abilities.
- A motivated, passionate, and community-focused approach to leadership and service.
- Clear, confident communication skills and the ability to engage people at all levels.
- A real passion for travel and helping customers plan memorable and meaningful experiences.
- A willingness to support nearby branches if needed (driving licence helpful but not essential).



**Providing and  
supporting**  
valued services



**Helping to  
grow the**  
local economy



**Caring for our**  
health and  
wellbeing



**Looking after**  
our local  
environment

*Together we are*

**Your Purpose** – *I will contribute to my team and the Society's ongoing success in this role by...*

## Your duties and responsibilities:

- Taking full accountability for the branch's day-to-day operation, service standards and financial performance.
- Leading the team with energy and positivity, inspiring high performance through support and example.
- Coaching colleagues to grow their skills, confidence and customer engagement through regular development conversations.
- Managing team performance through effective goal setting, regular check-ins and constructive feedback.
- Motivating colleagues to meet and exceed individual and branch targets in a fast-paced environment.
- Delivering exceptional customer service and ensuring the team consistently reflects this standard.
- Organising tailor-made travel packages, including flights, accommodation, insurance and added-value services.
- Investigating and resolving customer and colleague issues quickly, calmly and professionally.
- Monitoring branch compliance with all policies, procedures and industry regulations.
- Driving local marketing, including managing your branch's Facebook page and community visibility.
- Collaborating with support functions and other branches to share ideas and good practice.
- Maintaining excellent knowledge of all Travel products and keeping up to date with changes.
- Supporting the wellbeing and engagement of your team through positive leadership and inclusive culture.
- Understanding competitor activity and using insight to adapt your local approach where appropriate.
- Tracking performance through effective sales reporting, coaching and analysis of key data.
- Delegating responsibilities fairly to support individual development and operational coverage.
- Attending regional meetings, training events and wider business activities as required.
- Demonstrating high personal standards in appearance, timekeeping and work ethic.
- Recognising great performance, celebrating success and rewarding contribution at all levels.
- Working alongside your Assistant Manager to maintain smooth daily operations and drive long-term success.



## Together we THRIVE...

- **Trustworthy** – we do what we say we'll do and trust others to deliver to the best of their ability
- **Helpful** - we support and challenge each other collaboratively, no matter the role or level.
- **Respectful** - we listen to other views and opinions with consideration and celebrate differences.
- **Inspiring** - we role model what good looks like and lead by example to be better.
- **Valued** - we recognise achievements and appreciate everyone's contributions.
- **Empowered** - we listen and encourage each other to take opportunities.

Your Approach – *how you will contribute to your team and the Society's ongoing success in this role.*

I will be trustworthy by:	<ul style="list-style-type: none"><li>- Being a reliable and consistent leader for your team and customers.</li><li>- Taking full ownership of responsibilities, decisions, and outcomes in your branch.</li><li>- Managing customer expectations honestly and professionally, every time.</li><li>- Building a culture where trust and accountability go hand in hand.</li></ul>
I will be helpful by:	<ul style="list-style-type: none"><li>- Encouraging team collaboration and helping colleagues learn from each other.</li><li>- Supporting your Assistant Manager and Travel Consultants with daily challenges.</li><li>- Sharing insights and advice with other managers to support branch performance.</li><li>- Creating a workplace culture where people feel safe to ask for help.</li></ul>
I will be respectful by:	<ul style="list-style-type: none"><li>- Leading with empathy and treating every colleague and customer with fairness.</li><li>- Listening to team feedback and showing genuine interest in different perspectives.</li><li>- Promoting a branch culture that celebrates diversity and inclusion.</li><li>- Taking time to understand individual strengths and working styles.</li></ul>
I will inspire others by:	<ul style="list-style-type: none"><li>- Being a visible, positive role model for your team in everything you do.</li><li>- Creating an inspiring workplace where people feel proud to belong.</li><li>- Showing resilience and optimism even during busy or challenging periods.</li><li>- Recognising potential in others and supporting them to grow confidently.</li></ul>
I will value people by:	<ul style="list-style-type: none"><li>- Celebrating individual and team wins regularly and meaningfully.</li><li>- Acknowledging every colleague's effort, not just results.</li><li>- Making your team feel appreciated and included in the branch's success.</li><li>- Creating space for regular recognition and praise.</li></ul>
I will empower others by:	<ul style="list-style-type: none"><li>- Giving your team the confidence to make decisions and take ownership.</li><li>- Encouraging initiative and ideas that help the branch perform better.</li><li>- Supporting individual development plans and new learning opportunities.</li><li>- Championing a culture of continuous improvement and personal growth.</li></ul>