

## 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:

- Supporting the Branch Manager in delivering commercial performance and excellent service.
- Leading and motivating the team to achieve individual and branch sales targets.
- Coaching colleagues to develop skills, confidence, and professional behaviours.

### You'll report to:

- Travel Branch 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 leading and inspiring a team in a sales environment.
- A proven track record of working to and exceeding sales targets.
- Confidence in coaching, developing, and supporting colleagues to progress in their careers.
- Excellent interpersonal, problem-solving, and communication skills.
- Good literacy and numeracy, with proficiency in Office 365 and travel systems.
- A professional, enthusiastic, and proactive attitude, with strong organisational skills.
- A willingness to support nearby branches if needed (driving licence helpful but not essential).
- A deep understanding of products, services, and customer needs—or a desire to learn and grow.



**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:

- Supporting the Branch Manager in all aspects of branch leadership, including daily operations, people, and performance
- Leading by example in customer service, professionalism, and sales approach to inspire high standards across the team.
- Assisting with colleague development by identifying training needs and providing coaching, feedback, and mentoring.
- Driving sales through daily motivation, tracking performance, and celebrating successes with the team.
- Maintaining a detailed knowledge of all Lincolnshire Co-op Travel products, services, offers and systems.
- Investigating and resolving customer queries, complaints or booking issues promptly and professionally.
- Supporting the team with complex travel bookings, including flight-only, tailor-made, and multi-centre trips.
- Handling cash, card transactions, refunds and foreign exchange with accuracy and attention to financial procedures.
- Collaborating with colleagues to ensure staffing levels, responsibilities and customer flow are well-managed daily.
- Contributing to social media engagement, helping manage and grow the branch's Facebook page presence.
- Promoting the branch locally through events, in-store promotions, and community fundraising initiatives
- Maintaining up-to-date knowledge of industry regulations, Society procedures, and compliance requirements.
- Attending meetings, training sessions, and performance reviews to support professional growth and operational knowledge.
- Ensuring branch presentation meets high standards of cleanliness, organisation and merchandising.
- Encouraging idea-sharing among the team to improve service quality, efficiency, and innovation.
- Recognising and celebrating colleagues' contributions and encouraging a positive team culture.
- Demonstrating good practice in digital and paper-based admin, logging bookings, compliance checks, and transactions.
- Taking responsibility for the security of the branch, including locking up, alarm procedures, and keyholder duties.
- Understanding the local market and competitor activity to help shape branch offers and strategy.
- Adapting quickly to business needs and changes while maintaining service and performance standards.



## 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:

- Always delivering on your responsibilities and supporting others to meet theirs.
- Handling data, bookings, and finances with complete care and integrity.
- Being a consistent, reliable presence for the team and your manager.
- Taking ownership of challenges and seeing them through to resolution.

### I will be helpful by:

- Offering help, guidance, or time to colleagues when they need it most.
- Leading by example with a 'team first' mindset every day.
- Supporting new starters and encouraging team collaboration on tasks.
- Providing a safe space for feedback, coaching, and questions.

### I will be respectful by:

- Being open-minded and patient with different working and communication styles.
- Listening to colleagues' concerns and ideas without judgement or dismissal.
- Respecting everyone's contribution regardless of role or level.
- Embracing and promoting inclusion across the workplace.

### I will inspire others by:

- Taking pride in being a visible, approachable leader in your branch.
- Encouraging others to achieve goals through energy and motivation.
- Modelling outstanding service and operational standards at all times.
- Championing a positive, can-do attitude during busy or challenging days.

### I will value people by:

- Celebrating individual and team successes genuinely and often.
- Recognising effort and improvement as well as results.
- Making people feel seen and appreciated for what they bring.
- Taking time to thank others and share praise regularly.

### I will empower others by:

- Creating opportunities for others to lead, learn, and take initiative
- Encouraging decision-making and solution-finding at every level.
- Helping team members develop confidence by trusting their abilities.
- Championing growth through feedback, learning, and stretch goals.