



## POSITION DESCRIPTION: GUEST RELATIONS

**Division/Department:** General Spa

**Reporting Relationship:** Spa Management

**Location of Employer:** Tampa, Florida

**Job Classification:** Spa Team

**Employment Status:** Part-Time

**Pay Structure:** Hourly + Bonus

**Professional Objective:** To perform all aspects of the position with precision and excellence, including call management, check-in and check-out, to masterfully orchestrate guests' spa transitions according to the spa manual. Offer personalized service to ensure the spa guest receives a memorable spa experience exceeding their expectations, leading to a high guest retention rate. Each person within this department must oversee the reception area and maintain the spa boutique to assure beautiful presentation and profitability. Maximize and achieve set department and individual revenue targets.

### **Position Activities and Responsibilities:**

#### **Guest Experience:**

- Greets and offers guests refreshments while guiding them to the relaxation area
- Provides gracious spa tours to visitors that lead to sales
- Efficient at making guest reservations, checking guests in and out
- Requests social media likes and testimonials
- Actively builds strong guest relations leading to high retention rate
- Gathers and inputs guest data and manage guest records
- Facilitates effective guest transition flow for therapy team
- Ability to handle unsatisfied guests
- Displays masterful knowledge of spa experiences and menu to guests
- Able to maneuver through software programs quickly and effectively
- Accurately enters point of sale data
- Familiar and knowledgeable with spa boutique inventory to assist guests
- Professional guest communication
- Assists in maximizing revenue generation for both treatments and retail
- Monitors performance and achieve targets • Conducts guest satisfaction surveys



### **Spa Merchandise & Management:**

- Maintains a beautiful physical environment within the reception area
- Patrols the facility to ensure presentation is immaculate
- Maintains refreshment bar and ensures adequate stock of necessary supplies
- Performs opening and closing duties
- Promotes spa services and gift cards/certificates, advises on gift selection, and maintains accurate gift card sales data
- Assist with merchandising and maintaining the spa boutique inventory and displays
- Prepares promotional presentations and displays
- Completes daily checklist of cleaning obligations abiding by all county, state and local laws and regulations regarding sanitation, cleanliness and safety
- Assists with laundry and spa cleaning, even if an assistant is available
- Follows linen procedures
- Assists with inventory management and other organizational tasks
- Interacts cooperatively with other spa team members to provide the ultimate spa experience
- Assists other support team members as needed
- Participates in all aspects of marketing/special events planning and execution
- Mentors/trains new team members to help them grow

### **Desired Qualifications:**

- Experience in front line guest service (hospitality and retail highly desired)
- High school or college diploma
- Computer skills and aptitude for mastering spa software
- Good selling abilities
- Flexible schedule
- Professional image with gracious, warm, and genuine personality
- Skin care knowledge and understanding of the spa menu
- Good organizational skills and follow-through
- Ability to multi-task and improvise as needed



### **Professionalism:**

- Presents a warm, gracious and professional persona to guests and co-workers
- Always maintains a smile
- Treats all team members professionally
- Maintains a polished and professional image
- Practices the highest standard of sanitation, neatness and visual presentation
- Attends and participates in all general and team meetings
- Adheres to high professional standards in dress, grooming, language and lifestyle

### **Behavioral Characteristics**

- Strong guest relations, warm and friendly
- Self-motivated, driven and passionate about the spa industry
- Cheerful, upbeat personality
- Strong work ethic
- Enjoys team environment and interaction with co-workers
- Excellent communication skills
- Flexible and cooperative
- High personal standards and good self-esteem
- Good sense of time management, prompt, orchestrates tasks effectively
- High energy with ability to work in a fast-paced environment
- Good sense of humor
- Seeks out knowledge and enjoys learning
- Strives for professional growth
- Pays attention to detail
- Good organizational skills and follow-through
- Ability to multitask and improvise as needed

### **Additional Abilities:**

Knowledgeable and skillful in spa equipment and machinery: including phone, fax machine, computer, copy machine, inventory tracking equipment, and credit card machines