

DWC Sales Representative
Job Title

Dollywood Cabins
Division

CL215Y/CL215S
Job Class

2
Grade

Property Manager
Reports to

June 3, 2013
Date

DOLLYWOOD POSITION DESCRIPTION

- I. Job Duties Position Exists to Perform
 1. Successfully close sales transactions to meet revenue objectives.
 2. Provide Vacation Planning Assistance to maximize revenue for Dollywood Company.
 3. Provide telephone communication and sales for cabin rentals, admission tickets and literature/information mail out support to Marketing sales programs that will generate attendance to Dollywood Cabins, Dollywood and Dollywood's Splash Country
 4. Communicate information using sales and brand positive language.
 5. Educate guests on new DW Cabins brand and new product offering
 6. Answer questions from guests
 7. Be knowledgeable of park, i.e. locations of buildings and services available, restaurant menus, show schedules, special events
 8. Resolve guest complaints with assistance as needed from supervisor or manager
 9. Maintain a friendly and cooperative attitude toward guests and co-workers
 10. Management reserves the right to change and/or add to these duties
 11. Cross train with the marketing call center team to sell park tickets, season passes, and answer inbound calls from Dollywood guests.

- II. Education/Experience/Skill Requirements
 1. Prior experience in cabin rental or hotel reservations is preferred.
 2. Typing skills – must be able to type 35 WPM
 3. Proficiency in Microsoft Office software (Word, Outlook, Excel) is preferred
 4. Ability to speak, read and write English
 5. Must be at least 18
 6. Education equivalent to the 12th grade level preferred
 7. Excellent verbal communicator – pleasant, professional voice, accurate, consistent and detailed
 8. Ability to operate a multiple button telephone, electronic credit card processor copier, facsimile, calculator and postage machine
 9. Must have strong computer skills with proficiency in using Windows based operating systems.
 10. Knowledge of and/or learning ability to be trained for the operation of a Property Management System
 11. Math – ability to balance sales

12. Verbally communicate memorized large amounts of information regarding vacation planning, Smoky Mountain area and theme park product
13. Ability to problem solve without assistance
14. Valid driver's license and proof of insurance
15. Ability to work and drive at high elevations

III. Personality/Attitude Requirements

- 1.
2. Able to project Dollywood's image by being genuinely friendly and caring and by taking pride in their work.
3. Must be self-motivated and disciplined.
4. Must be able to multitask, prioritize assignments, and complete tasks in a timely manner.
5. Must display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
6. Must be willing to constantly improve.
7. Must have professional appearance with good personal hygiene.
8. Must promote and support a "team" work environment by cooperating and helping co-workers.
9. Must adapt to changes easily.
10. Must tolerate a fast-paced, hectic environment.
11. Must show appreciation for others.
12. Must be sensitive to the needs of our Guests and feel empowered to take action to meet their needs within company guidelines.
13. Confident sales ability.
14. Pleasant, friendly and clear speaking voice
15. Self-motivated, able to deal with fast-paced, highly interactive environment
16. Dependable work attendance and flexibility with assigned work schedule
17. Maintain strict confidentiality and judgment regarding privileged information
18. Cooperative, patient, polite, courteous, positive attitude, attentive with others
19. Represent company to guests, vendors and other employees in a positive and friendly manner
20. Ability to take empowerment action as stated in the Dollywood Mission Statement

IV. Essential Functions Absolutely Necessary to Perform Job Duties

1. Able to display and live out Servant Qualities by being: patient, kind, humble, respectful, selfless, forgiving, honest and committed.
2. Able to hear, see and speak
3. Able to speak, read and write English
4. Able to smile and make eye contact to make a friendly impression when greeting guests, vendors and other employees.
5. Must have manual dexterity necessary to complete all job duties
6. Able to sit and/or stand for long/short periods.
7. Able to maintain good personal hygiene
8. Able to get along with other employees to work out problems and resolve conflicts (Able to work cooperatively with others)
9. Able to comprehend instructions and retain information

10. Able to maintain dependable work attendance and flexibility with assigned work schedules including any required overtime, evenings, weekends and holidays.
11. Able to tolerate a fast-paced, hectic environment.
12. Able to be flexible to handle frequent changes in priorities.
13. Able to prioritize tasks and complete assignments on time.
14. Able to report to work without being under the influence of or smelling of alcohol.
15. Able to answer phones, direct calls, take messages and initiate information
16. Must be able to type, perform computer input and operate a calculator
17. Must have verbal and written communication on memorized Dollywood information
18. Ability to climb and descend stairs, move around, bend, stoop, kneel, reach, twist and lift up to 40 pounds.
19. Ability to add, subtract, divide and multiply
20. Ability to work evenings, weekends and holidays
21. Ability to work and drive at high elevations
22. Ability to perform other functions as assigned