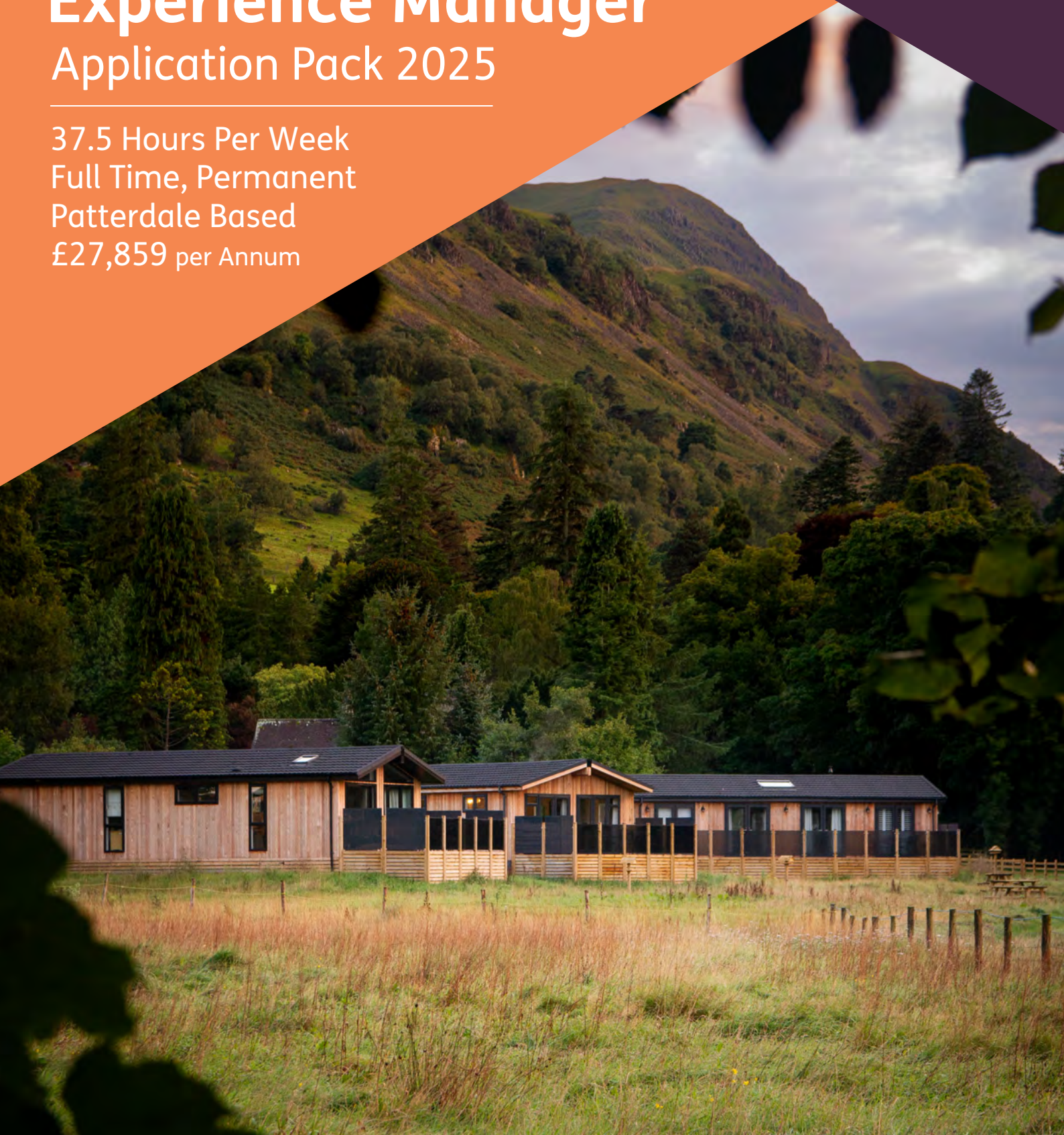


# Hospitality & Guest Experience Manager

Application Pack 2025

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37.5 Hours Per Week  
Full Time, Permanent  
Patterdale Based  
£27,859 per Annum





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# THE PATTERDALE ESTATE

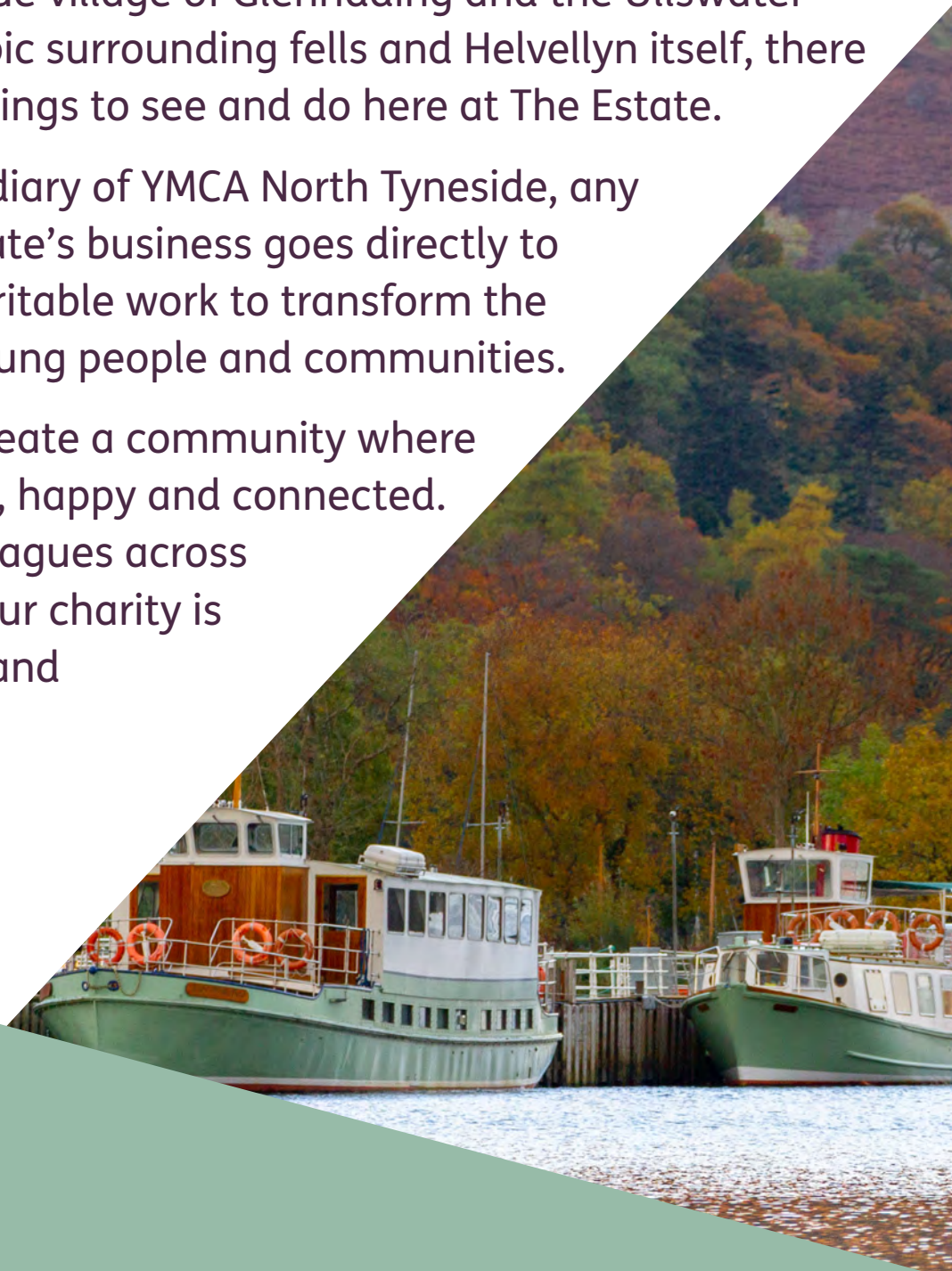
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Since 1959 The Patterdale Estate has boasted some of the most glorious views the Lake District has to offer. Set on 220 acres of private land, The Estate's 15 holiday properties and stunning private shoreline wraps around the southern tip of Ullswater, attracting thousands of holidaymakers from all over the UK each year.

From the picturesque village of Glenridding and the Ullswater Steamers, to the epic surrounding fells and Helvellyn itself, there is no shortage of things to see and do here at The Estate.

As an owned subsidiary of YMCA North Tyneside, any profit from The Estate's business goes directly to supporting our charitable work to transform the lives of children, young people and communities.

Our mission is to create a community where everyone is healthy, happy and connected. With over 140 colleagues across various locations, our charity is ambitious, vibrant and visionary.





## **Self Catering Properties**

We have a property range that spans from 1-4 bedroom cottages and several brand new lodges at a premium level. Our customers range from families during the school holidays and couples on short breaks during the off-peak. What makes The Estate unique is our location, wildlife and the relaxed feel of the site. With private woodland and lakeshore we offer guests free access to this unique and historic landscape.

## **Caravan Site**

Our five caravan pitches are rented year round to guests from the Caravan and Motorhome Club. Positioned between Patterdale Hall, Waterfall Woods and a peaceful stream, our caravan site is the perfect spot to relax.



## Development

The business has undergone significant growth over the past three years, with a combination of contributing factors. The primary reason is the launch of a four bedroom cottage and three new lake-view lodges, all aimed at a more premium market than the Estate previously targeted. Coupled with strategic price changes and more flexible bookings, this has tripled our turnover and allowed for more roles to be created.

## Occupancy

The past year, The Estate operated at around 65% occupancy within self-catering properties and 90% on our caravan site, which is higher than the average for the Lake District.



# THE OPPORTUNITY

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<b>Job Title:</b>	Hospitality & Guest Experience Manager
<b>Contract Type:</b>	Full Time, Permanent
<b>Salary (FTE):</b>	£27,859 per Annum
<b>Hours of work per week:</b>	37.5 - Mandatory Saturday, Monday, Friday. Flexible other.
<b>Location:</b>	The Patterdale Estate, Glenridding, CA11 0PJ
<b>Responsible to:</b>	Head of Operations
<b>Responsible for:</b>	Contractors, Cleaning Team, Maintenance Team

We are seeking an energetic and efficient Hospitality & Guest Services Manager to join our small but resourceful team at Patterdale Estate. This role will support our Head of Operations in delivering great customer service in a unique setting.

As our Hospitality & Guest Experience Manager, you will be the driving force behind the smooth operation and outstanding reputation of our Patterdale Estate. You will be responsible for overseeing all aspects of our self-catering accommodations and caravan site, ensuring every guest enjoys a memorable and high-quality stay. This is a highly operational role requiring a visible and accessible on-site presence to lead the team, address guest needs, and ensure seamless daily operations.

You will play a key role in maintaining our high standards, managing contractors, ensuring compliance with YMCA North Tyneside policies, and contributing to the strategic growth of our Patterdale offering. Working collaboratively with central services and local stakeholders, you will help us enhance our reach and deliver on our mission and vision.



# YOUR APPLICATION

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Thank you for your interest in The Patterdale Estate. Within this pack, you will find the details of the Hospitality & Guest Experience Manager post and the selection process which will assist your application.

To apply to this post, you will need to submit the following as part of your application:

- An up-to-date CV which shows your career history
- A covering letter/supporting statement explaining why you are interested in the role, detailing why you believe you are a good candidate for this post and how you meet the criteria of the Person Specification
- Our online application form which can be found by clicking the following link:  
- [YMCA Online Application Form](#)
- Finally, we ask that you please inform us of any dates that you are unable to attend an interview

**Please note, applications will only be considered if all the above is completed.**

We do also request that you complete our Equality & Diversity monitoring form, however, this is voluntary. This form is used for monitoring purposes in line with our commitment to equality and diversity. The link to our Equality & Diversity form is provided upon completion of your online application.

We advise that you submit your application in good time and recommend that your CV and Cover Letter are no longer than 3 pages. Once you have submitted your application, you should receive confirmation. If you do not receive an acknowledgement of your application, please contact HR.

If you would like to have an informal discussion about the General Manager post and/or the organisation, or if you have any other questions which may help you decide whether to apply, contact HR at [hr@ymcanorthtyneside.org](mailto:hr@ymcanorthtyneside.org) and provide your contact details. Our HR department will be happy to arrange an appropriate time and date for you to discuss your queries with Mike Bain, our Head of Operations at Patterdale.



# JOB DESCRIPTION

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## Job Purpose

The Hospitality & Guest Experience Manager is responsible for overseeing the operation of Patterdale's self-catering accommodations and caravan site. This role includes managing contractors, ensuring exceptional guest experiences, maintaining compliance with YMCA North Tyneside policies, and supporting strategic growth initiatives.

The position is highly operational, requiring a visible and accessible on-site presence to ensure smooth operations, high-quality customer service, and effective team leadership. The role works closely with central services, including Finance, HR, Health & Safety, and collaborates with local businesses and stakeholders to enhance the Estate's reach and growth.

## Key Responsibilities

### Guest Experience Management:

- Actively manage and oversee all aspects of the guest experience, ensuring a seamless and high-quality service from booking to check-out
- Address guest feedback promptly and implement strategies for continuous improvement, aiming to enhance satisfaction and drive repeat bookings
- Plan and organise events to promote the Estate, including corporate gatherings.
- Maintain a visible and accessible on-site presence to support guests and staff while ensuring operational efficiency

### Property & Operations Management:

- Supervise housekeeping, maintenance and external contractors to uphold high standards of cleanliness, safety, and presentation
- Conduct regular property inspections, ensuring compliance with health and safety regulations and standards
- Manage cyclical, planned and reactive maintenance tasks, ensuring properties are in optimal condition
- Oversee laundry, linen services, garden upkeep, and car park maintenance.
- Implement opening and closing procedures to streamline operations.

### Financial & Revenue Management:

- Manage spending in line with budget
- Monitor occupancy levels, analyse KPI reports, and contribute to strategies aimed at increasing revenue, including corporate stays and off-peak periods
- Plan and coordinate events, including open days, retreats, and special occasions.



# JOB DESCRIPTION(cont.)

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## **Team Leadership & Development:**

- Work with HR to recruit, train, and develop staff, fostering a culture of continuous improvement and high performance
- Oversee staff induction, training, and appraisals to maintain high performance
- Ensure compliance with company policies and address staff-related issues (attendance, disciplinary matters)

## **Marketing & Community Engagement:**

- Promote the Estate via social media and email marketing
- Build strategic partnerships with local businesses, stakeholders, and corporate groups.
- Liaise with Patterdale colleagues and volunteers to support operational goals
- Provide regular reports to the Patterdale Manager on guest feedback, property concerns, and operational performance

## **General:**

This role works directly under the guidance of the Head of Operations, collaborating with peers across Patterdale, including the Countryside Manager, to maintain smooth operations and enhance customer experiences.

It is in the nature of the work at YMCA North Tyneside that tasks and responsibilities are in many circumstances unpredictable and varied. Therefore, this job description is not an exhaustive list of duties and responsibilities but is intended to reflect a range of duties the post-holder will perform in line with their remuneration. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

This role will involve liaison with senior management, the CEO and the board of trustees to review and ensure exceptional delivery of the strategic plan and the organisational mission and vision.

This post requires proof of right to work in the UK, satisfactory references and a satisfactory enhanced DBS Disclosure.

## **Equal Opportunities:**

YMCA North Tyneside is committed to eliminating discrimination and encouraging diversity among the workforce. We aim to be an equal opportunities employer, and we are determined to ensure no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

# PERSON SPECIFICATION

Key Competencies		
Standards	With an eye for detail, setting the standard of provisions, cleanliness and experience that our guests are welcomed by. To thrive in this role you must have a passion for delivering the best possible service for our visitors.	
Leadership	Whether working with our team, contractors or volunteers, this role will have visibility and responsibility at a level that requires an experienced leader and a role model.	
Planning	Preparation is a key driver to our smooth operations. We require somebody who thinks ahead and likes to be well set up for each day.	
		Essential      Desirable
Education/Qualifications/Knowledge		
Degree or diploma in Hospitality Management or related field.		✓
Certifications in customer service, first aid, or health & safety.		✓
Skills & Experience		
Proven experience in hospitality or guest services management.	✓	
Strong customer service and guest satisfaction.	✓	
Experience in managing budgets, costs and revenue.	✓	
Experience managing housekeeping, in particular changeovers and cleaning services within a hospitality setting.	✓	
Experience in driving sales and revenue growth.		✓
Ability to remain calm and professional under pressure.	✓	
Problem-solving, decision-making and multi-tasking skills.	✓	
Personal Attributes		
Attention to detail and high standards.	✓	
Positive attitude with a hands-on approach.		✓
Ability to work in an outdoor environment in all weather conditions.	✓	
Passion for hospitality and exceptional guest experiences.	✓	



# PERSON SPECIFICATION (cont.)

	Essential	Desirable
Strong communications and interpersonal.	✓	
<b>Other</b>		
Ability to work flexibly, including evenings, weekends and holidays.	✓	
Willingness to provide on-call support to the site as part of a rota.	✓	



# EMPLOYEE BENEFITS

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In addition to joining a great team, our colleagues also benefit from:



Competitive salary (depending on experience)



A chance to work in a stunning location



Opportunity to make a real difference



Relocation package available to discuss



Company Sick Pay





# EMPLOYEE BENEFITS (cont.)

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25 days holiday per year, plus 8 bank holidays and your birthday off



Access to EAP Programme



Access to GP Helpline



Buy/Sell Holiday Scheme



2 x Volunteering Days per year



A range of discounts through Reward Hub, Blue Light & Charity Workers discount



Learning & Development - Coaching & Mentoring opportunities



Electric Vehicle Salary Sacrifice Scheme



Life Assurance 2 x Annual Salary



# YMCA NORTH TYNESIDE



Here for young people  
Here for communities  
Here for you

YMCA is a charity dedicated to helping transform the lives of vulnerable young people throughout North Tyneside. We do this by providing a number of services for the public which helps us sustain our charitable outcomes. We currently house 24 young people in our North Shields supported accommodation and provide ongoing education and training to help them learn new skills and thrive as individuals.

## Between April 2023 and March 2024:



Our community team worked with 1,539 children and young people



We served 1,254 hot meals to vulnerable members of our community



We provided 55 young people a total 14,065 safe nights under our roof



550 of our brilliant volunteers gave 5,741 hours of their time to support us

**View the full extent of  
our impact here**

If you have any questions about this role or need help with applying, please call **0191 257 5434** or email **[hr@ymcanorthtyneside.org](mailto:hr@ymcanorthtyneside.org)**