

DROVER CYCLES

Bike Hire Manager Job Description

The role of Bike Hire Manager is to oversee and take responsibility for all aspects of the bike hire product offered by Drover Cycles & Drover Holidays. This includes the physical maintenance of the fleet, customer liaison, marketing and promotional activities. The job description which follows is for a full-time job for one individual covering all aspects of the role. However we would consider part-time / job-share arrangements where an individual feels they have particular skills / interest in a particular aspect of the job and/or insufficient skills / experience in another area.

Training will be provided, and support is available from other departments within the business (workshop, admin, marketing) as required.

Responsibilities

Hire Fleet Maintenance & Management

- Keep the hire fleet (comprising bikes, equipment and accessories) in a safe, working condition according to an agreed maintenance schedule. This is a practical, hands-on part of the job. You'll be maintaining and repairing bikes to a high standard of workmanship. Attention to detail is key.
- Co-ordinate and oversee the cleaning and maintenance of bikes by other team members including casual / seasonal employees, apprentices and individuals on work experience placements. Liaise with senior members of the workshop team as required.
- Keep accurate and up-to-date records for each bike in the hire fleet including details of repairs carried out, parts used etc;
- Prepare hire bikes for end-of-season sale;
- Monitor stock levels for bike hire consumables (tubes, patches, bike cleaner, maps etc) and re-order as required.

Hire Bookings & Customer Service

- Respond to bike hire enquiries via email, phone and in person, including advising potential customers on the suitability and availability of bikes and routes;
- Process bookings, including bikes required for cycle tours, and maintain an accurate and up-to-date availability calendar;
- Schedule and carry out delivery and collection of bikes for bike hire and cycle tour customers, including sizing, set-up and mechanical adjustment of bikes and accessories;
- Carry out off-site repairs / delivery of replacement bikes to customers experiencing major mechanical issues while on a ride;
- Follow up with customers to gather feedback, trip reports and cross-promote products and services (eg proposing cycle tour to customer who has enjoyed a day ride in the area);
- Manage the fleet / bookings to ensure assets are used on rotation.

Marketing & Promotion

- Create an annual marketing plan with agreed targets and ensure this is delivered;
- Work with local accommodation, cafes, pubs and tourist attractions to promote bike hire services;
- Distribute printed promotional material via mail-shots to supplement personal visits;
- Identify new markets and potential collaboration with other businesses, organisations and agents;
- Ensure tourism-focused publications (eg Rough Guides) are kept up to date about bike hire product;
- Maintain bike hire pages on Drover Cycles and Drover Holidays sites, including writing blog posts;
- Contribute to Drover Cycles and Drover Holidays social media channels.

Skills and experience

- Sound understanding and experience of bike maintenance in a commercial setting (ideally Cytech level 2 or above). Alternatively (or additionally) experience within the tourism industry (perhaps in a customer service role or similar), preferably within mid Wales and the Brecon Beacons;
- Excellent written and verbal communication skills;
- A friendly, proactive and helpful attitude - customer service is a key requirement of the role;
- Familiarity and confidence with computers;
- Accuracy and attention to detail;
- Logical approach to your work;
- Excellent time management skills;
- Ability to think on your feet;
- Full, clean driving licence.

Salary

This is a full time role (5 days/week including some weekends) with a salary of between £16,500 and £18,720 depending on skills and experience. Use of a company car or van may be available as part of a package for the right applicant.

If successful also be entitled to 28 days' paid annual leave, and generous staff discounts on bikes, clothing, and other outdoor equipment.

More Details & Applications

Please contact Luke Skinner on 01497 822419 or luke@drovercycles.co.uk to discuss the role, or to apply send us an email introducing yourself and a copy of your CV.