



POSITION DESCRIPTION

Job Title

Branch Manager

Reports to

National Operations Manager (NZ)

Key Relationships

Branch Managers, Supervisors & Teams

Workshop Managers & Teams

Learning & Development Coordinator

Fleet Manager

Claims Manager

National Operations Manager

General Manager

Role based at

[INSERT LOCATION]

Company

Apex Car Rentals is an emerging leader in the e-commerce/travel industry and the largest Off-Airport Car rental operator in Australasia. Apex has 15 car rental branches conveniently located throughout New Zealand, with 10 locations currently in Australia. Branches are located at the main airports and are complimented by city and regional offices throughout both countries.

Overview of Position

The Branch Manager is responsible for ensuring the daily branch service and distribution operations are effective and efficient. This position is tasked with achieving growth and profit development, effective fleet utilisation, exceeding customer expectations, and developing brand awareness and market share through the successful leadership of the team.

The Branch Manager exercises independent judgement, making the majority of daily decisions regarding the operation and gaining support/approval from a higher level when required. All duties and service provision will be completed in accordance with established operational procedures and company policies.

Key Responsibilities:

Staff Recruitment

Management of branch vacancies and staff recruitment

Management of Teams/individuals

Lead, motivate and coach team to ensure they possess excellent product knowledge and achieve maximum sales, as well as the optimum level of customer service

Assist staff to develop professional relationships with clients to build on our repeat and referral business.

Branch Productivity

Responsible for the branch/staff rostering ensuring required levels of staff are on duty to manage effectively the workloads, whilst recognizing the cost of labour and effectively managing the head count and productivity to plan.

Training

Induct and train new staff as well as ensuring ongoing compliance to Apex policies & procedures.

Branch OHS

Accountable for Health and Safety compliance and implementation

Ensure OHS committee is maintained and information provided to HR for reporting

Compliance to Policies & Procedures

Ensure company policies, procedures and legal requirements are followed.

Communication

Dissemination of internal and company wide information to wider team/meetings

Establish good methods of communication between management and team members.

Establish a healthy team culture and maintain a good level of staff morale

Assessment & Appraisal of team

Staff performance reviews

Talent recognition, team development and progression planning

Finance Management functions at branch level

Maintain systems for financial management to ensure bookings, extensions, vehicle, insurance, extras and vehicle damage are fully paid for.

Ensure daily balance and reconciliation is accurate and complete.

Ensure cash book and petty cash is reconciled daily.

Recommend business efficiencies and cost saving initiatives.

Accounts Receivable- when necessary, ensure customer credit cards are charged for damage, petrol etc. and that an explanation letter and receipt are sent to the customer

General Branch Administration

Responsible for the day-to-day management of the office-scheduling workflow, rostering staff, processing payroll, completing daily and weekly reports, communication of progress to staff, maintenance of office equipment and stationary supplies, etc.

Service/ Reservations

Supervise operations ensuring customer expectations are met and exceeded and all enquiries are answered promptly and professionally so as to maximise sales revenue.

Ensure customers understand conditions of hire and vehicle insurance options.

Ensure Rental Agreements are completed accurately and payments are received in full.

Ensure vehicle checkouts/ check-ins, InterIslander, train and all other bookings are completed accurately. (i.e., flight information, source of enquiries, etc.).

Miscellaneous

- Actively promote Apex Vision, Values and Culture.
- Liaise with other branches and departments as necessary.
- Ensure you and your team wear the staff uniform at all times and are presented neatly and professionally.
- Develop business relationships with Apex suppliers and liaise with the General Manager/ National Operations Manager regarding branch marketing.

Key Accountabilities:

The incumbent will carry out all the tasks defined above to a high standard and will exhibit all the competencies required for the role. The achievement of these will be measured and reviewed in regular performance reviews.

- Information- All paperwork, administration tasks and reports are completed accurately and on time.
- Knowledge- Up to date comprehension of standards and procedures
- Health & Safety- Incident rates kept at target level and any hazards, breaches or near misses reported.
- Quality- All processed bookings and data entered are accurate and complete
- Sales- All sales opportunities are managed according to procedure so as to maximize sales revenue
- Service/ Customer Care- Customer Experience- measured through customer Satisfaction Score for Service.
- Other-
 - Staff retention.
 - Vehicle presentation score against target.

Competency Profile - Knowledge, Skills and Experience:

Educational background & professional experience

Essential

Previous relevant experience leading a team at a senior level.

High level of computer proficiency.

Microsoft Excel skills- Basic to Intermediate level.

Desirable

Holds relevant tertiary degree.

Has worked within a sizable car rental/fleet operations or similar dynamic business previously.

Knowledgeable in undertaking business improvement process.

Leadership Skills

Leads, mentors, motivates and develops staff.

Exercises diplomacy and sound judgement to deal with matters in a confidential and sensitive nature.

Customer service skills

Friendly, helpful and professional demeanour.

Identify customer needs and ensure customer satisfaction is a top priority.

Respond professionally and calmly to customers in a timely manner, diffuse any potential hostility and maintain productive and professional relationships.

Sales Skills

Proven sales skills and ability to recognize and maximise sales opportunities.

Confidence to seek and develop new business opportunities.

Results orientated- motivated to work with your team to achieve sales and maximise branch revenue.

Ability to balance the company and customer's interests.

Communication skills

Fluent level of oral and written English.

Highly developed interpersonal skills.

Clear and concise interpersonal communication skills.

Adaptability

Displays adaptability to an ever-changing work environment, meeting all varying tasks with responsibility and effectiveness.

Problem solving and Initiative

Takes ownership over workload and follows through.

Voices ideas and creates change initiatives to improve business efficiency.

Analyses issues or inefficiencies and makes recommendations on how to resolve them

Seeks practical and sound solutions to problems.

Quality/ Compliance

High attention to detail.

Work carried out to a high level of professional standard / competency.

Any business relationship is maintained with high ethical standards.

Ensures own as well as team compliance with all company and regulatory procedure

Organisation and planning skills

Plans effectively and prioritises tasks.

Delegates tasks within the team.

Decision Making Skills

Make sound judgements and decisions, seeking appropriate approvals or advice when needed.

Disclaimer

The information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job, which may vary, based on job location, department or the assignment. The actual essential duties, responsibilities and qualifications may vary by location, department, reporting structure or other business needs. No inference should be drawn that a specific job duty, responsibility or qualification is non-essential by its absence from this description.