



# Join the boatfolk crew

## Yacht Broker

<b>Contract</b>	Permanent/Full Time
<b>Location</b>	Deacons Marina, Southampton
<b>Salary</b>	£25K - £30K DOE + commission
<b>Application deadline</b>	29/03/2024

### About us

Here at boatfolk we share a passion for boating and getting people out on the water. As part of the UK leisure industry, we operate 11 marinas at locations in England, Scotland, Wales, and Northern Ireland. But we're about so much more than just marinas, whether it's our on-site yacht brokers, boat repairs services or hospitality offerings everything we do is about delivering the best possible experience for our boatfolk community.

To deliver that mission, we are looking for enthusiastic people who are passionate about the water, who love what they do and who will actively engage with our company values to drive constant improvement in the experience received by our customers and create inclusive places and communities where people can give boating a go.

When you join boatfolk you become part of a crew that care, not just about doing a great job but making a positive long-lasting impact. Whether it be through sustainability initiatives that challenge the boating industry or encouraging youth participation to welcome the next generation of boaters onboard. At boatfolk you're never short of opportunities to make a difference.

Our values inform our decisions and guide our behaviours, reflecting how our business operates in the communities we are part of. They are our promises to ourselves, to our customers and to each other and they are expected of everyone across our business, regardless of the position they hold.

### Our values

<b>DETAIL</b>	We focus on doing things right for our customers.
<b>EXPERIENCE</b>	Going beyond good service to put customers at the centre of all we do.
<b>CARE</b>	We care about each other, our customers and the environment.
<b>COMMUNITY</b>	We actively create inclusive places to bring people together.
<b>CHALLENGE</b>	Be fearless, give it a go!

## Deacons Marina

Deacons Marina is located in Bursledon on the West bank of the Hamble River, providing a tranquil and friendly 130 berth marina and full-service boatyard, just minutes from the M27 motorway, perfect for exploring The Solent. With lift out ashore for 180 boats up to 20T, Deacons Marina also offers an extensive boat repair and refit service including coppercoat application, keel removal/refit, hull treatments (GRP, topside respray and seacock replacement), rudder rebuild, bow thruster and engine installation & service. Coupled with a comprehensive chandlery, brokerage and on-site restaurant, it is a one-stop-shop for convenience, with our friendly team and loyal customer base providing a welcoming community!

### Role purpose

The role of a Yacht Broker is to support the boatpoint Group Brokerage Manager in maximising brokerage and new boat sales, delivering against agreed sales targets. You will be proactive in responding to customer enquiries and in seeking new leads. You will drive new business and aid retention through an efficient, helpful and warm response to customer enquiries and communications, ensuring high standards of customer care and service.

You will closely liaise with colleagues within other boatfolk business units, such as 'boatcare' and 'berthing,' to assist in upselling these services and provide a seamless customer experience throughout.

### Key Responsibilities

- You will maximise brokerage and new boat sales, driving new business and aiding retention through a proactive and efficient response to customer enquiries and communications, ensuring high standards of customer care and service.
- You will comply with boatpoint standards, which follow ABYA practice.
- To assist with marketing initiatives and help maintain digital presence; with particular reference to maintaining high search rankings.
- Be able to deal with customer complaints, with the aim of finding a positive solution with an understanding and considerate approach.
- To undertake accurate completion of all office administrative tasks, ensuring correct and complete paperwork and invoicing for all boat sales.
- You will facilitate a positive and supportive work environment for your colleagues.
- To uphold the visual identity of boatpoint through strict adherence to the brand guidelines in the presentation of the brokerage office, adverts, signage, uniform and anything visually external.
- To support other boatfolk departments through good communication and through upselling their services; 'boatcare' (refit and repair), boatfolk (annual and temporary berthing) and boatfolk bars (F&B).
- To operate within site-specific processes set out by the Marina Manager, required for the smooth and efficient running of the site operation.
- You will ensure that health & safety is at the forefront of all day-to-day operations; operating in accordance with the company health and safety policy, together with maintaining visible environmental compliance.
- Take responsibility for the security of customer property and equipment whilst in our care.
- From time to time, you may be asked to help with other company functions reasonably requested by the Marina Manager or Senior Management Team.

## Core Competencies

- Experienced at new business sales and track record of converting prospects to clients.
- Skilled at building effective relationships, at all levels with strong communication, negotiation and influencing skills.
- You should be a friendly and supportive team player with excellent people skills, a positive mindset, 'can do' attitude with a flexible approach, with excellent listening, verbal and written communication skills.
- You must be confident using computers and technology and you must have experience of using business software or sales CRM systems for administration and customer communication.
- Experience and time spent on the water and around different types of boats is highly desirable.
- Experience in new boats sales, boat brokerage, or sales experience in luxury high end goods is highly desirable.
- Ability to swim is essential.
- An RYA yachting or powerboating qualification is highly desirable.

## Benefits for you

- Competitive salary
- 29 days' annual leave (including bank holidays).
- Bonus and range of other employee benefits including a Health Cash Plan, Cycle to Work scheme, Employee Assistance Programme and Life Insurance.
- Discounts on boatolk bars, restaurants and hotels.
- Discounts on berthing and boat sales.
- Contributory pension scheme.
- On-the-job and other development and training.
- Friendly and dynamic team working environment.
- Free car parking.

**To apply please forward your CV along with a covering letter to Chris Ibbotson – Group Brokerage Manager at [chrisi@boatpoint.co.uk](mailto:chrisi@boatpoint.co.uk) and Group New Boat Sales Manager – Phillip Jones at [PhilipJ@boatfolk.co.uk](mailto:PhilipJ@boatfolk.co.uk)**