

Job Title: Sales & Customer Service Apprentice (New Forest Activities)

Reports To:

Sales & Customer Service Manager

Location:

New Forest Activities, Hampshire (Office-based), found at Hazel Copse Farm, Beaulieu, Hampshire, SO42 7WA

Working hours

Your working hours are 09:00 – 17:00 (seasonal office hours may affect this)

The office is open 7 days a week. (closed Sundays during the Winter)

Weekend working will be required. This will vary and be based on the business needs and our staff pool. Rotas to be confirmed on a rolling 8 week minimum.

Salary:

£8.00 per hour, with a 40 hour week + 28 days paid holiday

About Us: New Forest Activities is part of National Park Activities, providing exceptional outdoor experiences in the New Forest. We offer adventure-based team-building, personal development, and unforgettable group activities.

Purpose: We are looking for an enthusiastic and eager Sales & Customer Service Apprentice to join our team to support our mission to increase the number of people enjoying and benefiting from outdoor activities in the New Forest.

Job Summary: The ideal candidate will be keen to learn all aspects of the sales and customer service function, determined to hit targets and passionate to deliver excellent customer service

You will be responsible for day-to-day operations of sales and customer service, including answering and making customer calls, replying to communications, proposal writing, booking administration, generating invoices and ensuring a highly effective office function.

This role is a foundation for a career in sales and customer relations, focusing on practical experience and professional development.

Role Description

Sales & Bookings

- Learn and maintain a comprehensive understanding of our activity portfolio and packages on offer for varied customer types.
- Communicate with prospects and customers (phone, email, face-to-face) to convert inbound leads, make sales and manage bookings.
- Ensure bookings are profitable and use resources efficiently.
- Process bookings, payments and refunds accurately using our systems
- Client relationship management post sale; event preparation information and communication; follow up and feedback collection; rebook for future.
- Prioritise tasks to reach sales KPIs and contribute to the wider business targets.
- Ensure customer feedback remains over 4.8 across our platforms

CRM Use & Development

- Use CRM daily according to the booking process and maintain accurate information.
- Assist in developing and improving the sales process, 'scripts' and templates to improve conversion rates.
- Contribute content suggestions to better educate prospects and clients..

Team & General Administration

- Liaise closely with the operations team and instructors for smooth event delivery.
- Coordinate with external sites and suppliers (e.g., catering, hotels, partners).
- Monitor local events for potential impacts on customer travel times.
- Assist in general office cleaning, opening/shutdown procedures.
- Report any maintenance or safety concerns to the line manager.
- Cover across other areas of the business as and when required.

Regular Meetings & Professional Development

- Attend and prepare for team meetings to report on workload and successes.
- Participate in monthly or quarterly appraisals with your line manager
- Apprenticeship: Attend training sessions and make consistent progress.

Overall Responsibilities (Working for New Forest Activities)

- Prioritise and ensure the safety of yourself and others.
- Adhere to all New Forest Activities' policies and legal requirements.
- Seek clarification and advice on any task or business aspect.
- Conduct oneself professionally, striving to improve knowledge and performance.
- Always wear the current New Forest Activities uniform in the workplace.
- Arrive on time, and notify in advance for lateness, sickness, or annual leave in line with company policies.
- Promote environmentally sustainable use of the outdoors to clients and the team.

Key Skills & Attributes

- Proactive, positive attitude, and a strong desire to learn.
- Excellent verbal and written communication skills.
- Highly organised with strong attention to detail.
- Basic IT literacy with a willingness to master relevant systems, explore tools & use AI
- Ability to work effectively as part of a team.
- Genuine interest in outdoor experiences or adventure tourism.

Benefits

- Structured apprenticeship training leading to a recognised qualification.
- Mentorship and guidance from the Sales & Customer Service Manager.
- Opportunities for career progression upon successful completion of apprenticeship.
- Access to company activities and team-building events.
- Staff discounts and professional development opportunities.
- Paid annual leave and participation in the company pension scheme (where applicable).