

THE ROLE...

ROLE TITLE: • Ticket Writer

DEPARTMENT: Operations

LOCATION: • Sportsbook

TRAVEL: • Sportsbook allocated within Area, with requirement to travel to other Sportsbooks within reasonable travel time

THE PURPOSE OF THE ROLE IS...

- To consistently deliver an Outstanding Service which exceeds customer expectation and actively promotes the William Hill brand

ACCOUNTABILITIES

HUNGRY FOR SUCCESS...

- Develop a knowledge of betting offers and actively communicate and push betting offers to customers
- Aware of and contributes to Sportsbook action plans
- Aware of monitored customers and related procedures and adheres to these at all times
- Adheres to betting control guidelines within the Sportsbook at all times
- Assist Area Manager and Sportsbook Manager in identifying non profitable business
- Assist Sportsbook Manager to resolve bet queries in a timely manner
- Work within the requirements of establishment hours
- Participate in all promotional activities
- Be aware of local competitor activity and report all changes to shop manager
- Make Sportsbook Manager aware of threats and opportunities at a local level
- Work to achieve the goals and expectations of the team
- Aware of key business information

OUTSTANDING SERVICE...

- Ensure all customers, whether regular or infrequent, are made to feel welcome at all times, through provision of polite and friendly service
- Be patient with customers that do not regularly wager and take the time to explain how various wagering works
- Ensure Outstanding Service is delivered at all times in the Sportsbook
- Present the Sportsbook to the highest standard at all times
- Adhere to Uniform Policy and ensures good standard of personal presentation at all times
- Always look to enhance sporting & betting knowledge
- Partake in business briefings with Sportsbook manager
- Resolve or escalate customer disputes in line with levels of authority in a timely fashion
- Anticipate and act on the needs of the customer, seek and respond to feedback
- Ensure all issues affecting the customer experience in the Sportsbook are reported promptly

MAKING IT HAPPEN...

- Maintain a compliant environment in the Sportsbook at all times when working
- Adhere to Gaming Control Board reporting requirements
- Ensure that Drinks Tokens are issued in accordance with Company procedures
- Read and understand Operations Manual
- Flexible working as part of an effective staffing model
- Receive and act upon company communications
- Communicate with Sportsbook Manager to resolve issues in a timely and professional manner
- Undertake additional tasks contributing to the operations of the Sportsbook, as requested
- Adheres to and respects all Company policies
- Understand responsibilities surrounding Health & Safety in the Sportsbook
- Has an active sales mantra, always looking to offer new opportunities to customers
- Work in the customer area of the Sportsbook whenever viable

EVERYONE MATTERS...

- Address customers in a professional and polite manner
- Actively works with Sportsbook Manager to resolve HR issues
- Actively support effective team member induction and training
- Help to create a fun and consistent working environment for the team
- Digest company information and look to implement any requests made
- Complete training within company timescales
- Support colleagues within the Sportsbook
- Partake in regular reviews
- Identify and plan areas for personal development

PEOPLE

REPORTS TO: • Sportsbook Duty Manager

DIRECT REPORTS: • None

FINANCIAL

DIRECTLY RESPONSIBLE FOR:

- Supporting the Sportsbook Shop Team to maximize profit through the delivery of the HOME principles and Industry Leading Service at a Local Level

KEY RELATIONSHIPS

- Sportsbook Manager, Supervisor, , Area Operations Manager, Customer Support Team, Field Service, Cage Manager

PERFORMANCE IS MEASURED BY...

- Providing Outstanding Service and participation in all Company incentives, Support the team in the delivery of the Operational objectives within the Sportsbook, Display a good level of knowledge and understanding of regulatory requirements, Utilise training and development opportunities to enhance performance /skills levels, Is punctual, reliable and trustworthy

KEY SKILLS, KNOWLEDGE, EXPERIENCE & QUALIFICATIONS WE ARE LOOKING FOR...

- Have a genuine interest in working with and helping customers
- Have good communication skills
- Are able to work as part of a team
- Are well presented, polite, tactful and friendly
- Are numerate, lively and quick-thinking
- Are able to handle complaints and difficult situations in a calm and patient manner
- Promotes products, services and is confident in giving advice and information
- Gathers and acts on customer feedback effectively
- Gives quick effective speed of service
- Ensures high standards, shows initiative, proactivity and professionalism
- Flexibility to perform different tasks and follow procedures correctly
- Has the drive and enthusiasm for own development

WOULD SUIT SOMEONE WHO

- Is sociable and loves working with others
- Enjoys working in a fast paced customer facing environment
- Has a passion for helping others and solving problems
- Is committed to providing the best service experience possible
- Has a “**can do attitude**” when performing tasks and activities
- Is always willing to “**go the extra mile**”

MAY NOT SUIT SOMEONE WHO.....

- Struggles when under pressure
- Likes working in isolation
- Is not comfortable working in a face to face service industry environment
- Prefers a 9-5, Monday – Friday working week

PRINT NAME: _____

SIGNATURE: _____

DATE: _____