

# Position Description

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## Sales, Reservations & Operations Coordinator

Date Reviewed: April 2026

Reports to: Sales Director / Operations & Administration Manager

Location: Geraldton, WA

Employment Type: Casual / Part-Time (with potential to scale)

Award: Clerks – Private Sector Award

### About Eco Abrolhos

Eco Abrolhos operates unique expedition-style cruises to the Abrolhos Islands and the Kimberley Coast, delivering immersive marine and nature-based tourism experiences across two distinct regions.

### Primary Purpose of the Role

This is a multi-functional role responsible for driving sales, managing reservations, and coordinating guest administration and logistics. The position plays a key role in ensuring a seamless, high-quality guest experience from initial enquiry through to post-cruise follow-up, while supporting the day-to-day administrative and operational needs of the business.

### Key Responsibilities

#### 1. Sales & Reservations

- Manage inbound enquiries via phone, email, and in person
- Convert leads into bookings through proactive follow-up
- Provide expert advice on itineraries, cabins, and experiences
- Process bookings, payments, and confirmations in Rezdy
- Maintain accurate sales pipeline and customer records
- Follow up outstanding deposits and final payments

#### 2. Customer Service & Guest Experience

- Act as the first point of contact for all guest interactions
- Deliver a high level of service pre- and post-booking
- Liaise with guests regarding travel arrangements and requirements
- Communicate effectively with a predominantly mature (60+) demographic
- Manage customer issues and resolve queries professionally
- Conduct post-cruise follow-ups to drive repeat business

### **3. Operations & Guest Logistics**

- Coordinate guest transfers, including transport and manifests
- Prepare flight, guest, and crew manifests
- Preparation of trip files including guest cruise requirements
- Liaise with guests for pre-and-post cruise instructions
- Liaise with aviation providers, coach companies, and tour partners
- Assist with minibus driving if required

### **4. Administration & Finance Support**

- General office administration and coordination
- Data entry and maintenance of booking systems
- Bank receipting and reconciliation (Rezdy & MYOB)
- Maintain guest records and archive completed tour documentation

### **5. Marketing & Digital Support**

- Update website availability content (WordPress)
- Assist with sales campaigns and promotions
- Maintain street signage and walk-in sales presence
- Provide insights on customer trends and feedback

### **6. Industry & Relationship Management**

- Build relationships with travel agents, wholesalers, and tourism organisations
- Support trade engagement and partnerships
- Represent the business at events if required

## **Skills & Experience**

### **Essential**

- Experience in administration, customer service, or sales
- Strong communication and interpersonal skills
- Ability to engage with a mature customer demographic (60+)
- High attention to detail and organisational ability
- Ability to multitask and work under pressure
- Proficiency in Microsoft Office

### **Desirable**

- Experience in tourism, travel, or hospitality
- Experience with Rezdy and MYOB systems
- WordPress or website content management experience

## **Qualifications & Requirements**

- Current WA Driver's Licence (Class C)

- Police Clearance
- Full working rights in Australia

### **Work Conditions**

- Based in Geraldton office
- Standard hours between 9:00am – 5:00pm (flexible across 3–5 days)
- Occasional weekend or after-hours work required
- Opportunity to experience Eco Abrolhos cruises

### **Acknowledgement**

I acknowledge that I have read and understood this Position Description and agree to abide by company policies.

Employee Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_\_