

CAFFYNS PLC

JOB DESCRIPTION

JOB TITLE:	Service Manager
LOCATION:	Ashford, Skoda
DEPARTMENT:	Service
HOURS OF WORK:	8.00am – 6.00pm Monday to Friday 8.00am – 1.00pm Saturdays as required
SALARY:	Commensurate with skills and responsibilities

MAIN PURPOSE OF JOB

To ensure the efficient and profitable operation of the department by establishing and agreeing with dealership management, and meeting objectives that cover the service department's operating policies and standards to achieve both high levels of customer satisfaction and profitability.

To control resources at a level commensurate with profit requirements and enhanced customer relations.

To maximise departmental profitability through the sale of labour and associated products to franchise and non-franchise customers.

1) MAIN WORKING RELATIONSHIPS:

1.1) Responsible to:

General Manager

1.2) Responsible for:

Service supervisory staff including Service Advisors

Workshop Controller

Master Technician

Mechanical Repair Technicians (skilled and semi skilled)

Apprentices

Administrative staff

Sub-contracted workers carrying out work for the department

1.3) Relationships with:

All Branch Staff

Other company Managers, Sales Manager, Parts Manager

Manufacturer's representatives

Suppliers and other company representatives

Specialist repairers and sub-contracted suppliers

Representatives of statutory or legislative bodies

Health and Safety Officer officer

Head Office and Regional Personnel.

2) OBJECTIVES AND KEY TASKS:

2.1) Improved profitability:

Ensure the service department achieves budget objectives by continual (weekly/monthly) examination of accounts, operating controls and composite figures to allow the necessary improvements and corrective action to be taken where variations occur.

Ensure accurate invoicing and job costing in the service department.

To ensure premises and equipment and other assets are controlled and used effectively.

To ensure all materials purchased are controlled and sold at a profit.

2.2) Customer service and satisfaction:

To improve the quality of customer service and retention by enhanced facilities, improved technical skills and effective marketing.

Customer satisfaction to be maintained

To ensure high standards of quality workmanship

2.3) Cost Control:

To maintain effective control of expenses in line with budget objectives by monthly examination of management accounts.

Ensure all outstanding debts are collected quickly.

To ensure all service department invoices are submitted to customers on collection of vehicles.

2.4) Warranties:

To ensure all warranty claims are dealt with in a timely way in line with manufacturing requirements.

3) MAIN JOB FUNCTIONS:

3.1) Personnel:

To establish the levels of staff required to achieve the established budgets.

Interview, select, and hire in accordance with company recruitment procedures

Train service department staff in conjunction with General Manager.

Select and appoint apprentices in conjunction with training departments.

Ensure that training standards are fully maintained so that future manpower requirements are covered.

In consultation with training personnel establish training needs, plan programme and maintain records of training.

Establish training programme to update technical staff.

Establish and administer 'in dealership training' policies as required to provide the recommended standards of service.

Operate staff performance appraisal systems in accordance with company procedures and ensure action taken on results.

3.2) Administration:

Ensure all clerical functions within the service department are carried out in accordance with policies (warranty claims, customer follow-up, workshop loading, estimating, invoicing, daily operating controls)

Review with General Manager all departmental activities and reporting systems.

Establish adequate safety and security procedures to protect property and company personnel.

Check all workshop equipment for condition and accuracy of diagnosis. Administer warranty policy in the best interests of dealership, manufacturer and customer.

Ensure adequate maintenance of the service department.

Ensure adequate maintenance of tools, equipment and other materials in the service department.

3.3) Communications:

Maintain effective liaison with all other departmental managers.

Regular team meetings to be held with workshop staff.

Advise General Manager on all service related developments.

Maintain direct liaison with manufacturers, suppliers, statutory representatives and all other contacts.

Advise as required on mechanical and diagnostic problems.

Implement new vehicle preparation and used vehicle reconditioning according to company policy.

Provide vehicle appraisal as required by the Sales Manager.

3.4) Marketing:

Develop and initiate service marketing plans in conjunction with marketing team and agencies.

Instigate and operate advertising and promotional activities.

In collaboration with Sales Department establish system and method of ensuring all vehicle buyers/owners are introduced to service department and key personnel.

Maintain record of customer complaints and/or congratulations for use and action as required.

Monitor customer retention and promote ideas to improve performance.

3.5) Finance:

Review all pricing policies, labour rates, fleet discounts, parts pricing and all other company policies.

Monitor (and report to General Manager weekly) productive performance daily, by total and individual technician/mechanic.

Monitor service department financial performance weekly.

Monitor all warranty claim submissions and requisite credits and take action as required.

3.6) Quality Control:

To ensure that all company quality control mechanisms are followed and take remedial action if appropriate

To ensure all MOTs are carefully completed and VOSA regulations adhered to

3.7) Customer Care:

To ensure a customer focused approach from all staff and also ensure that customer feedback is utilised to improve customer care.

4) OTHER DUTIES:

Any other duties commensurate with the post as requested by the General Manager.

5) CONFIDENTIALITY:

All information relating to customers and the business is to be treated confidentially in line with Company procedures.

6) HEALTH AND SAFETY:

Caffyns has an obligation under the Health and Safety at work act 1974 to provide safe and healthy working conditions. All employees are required to co-operate with management in discharging this responsibility and must take responsible care for the health and safety of themselves and others.

7) TERMS AND CONDITIONS OF EMPLOYMENT:

Other terms and conditions are as reflected in the contract of employment and company policies and procedures, as amended from time to time and as governed by statute.

(A job description is a written statement of essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved).

**Service Manager
Ashford Skoda
24th September 2026**

**Person Specification
Service Manager
Ashford Skoda**

QUALIFICATIONS

Essential

GCSE Grade 4/C or above in English and Maths or equivalent
City and Guilds in Motor Vehicle Technology or equivalent
Attended Manufacturers training courses

Desirable

National Craft Certificate or Equivalent NVQ/SVQ levels 2 and 3 in Customer Service or equivalent.

ATTAINMENTS/COMPETENCIES

Essential

Ability and skills to deal with the overall management of the Service Department.
Good understanding of all Financial KPI's of Service.
A good level of appropriate training which relates to the Service Managers role.
A good level of IT experience

Desirable

Knowledge of Microsoft Word and Excel spread sheets

SKILLS REQUIRED

Essential

Good oral and written communication skills.
Ability to work in a customer focused manner.
Can lead by example and is totally focused on providing a high level of Customer Care.
Able to motivate and lead others to perform in all aspects of their role

SPECIAL APTITUDES

Essential

Self motivated and able to work under pressure
Commitment to Caffyns' aims and objectives

Desirable

Knowledge of/can demonstrate ability to work with UCS (in-house IT system designed for the motor retail industry)

Created by: Shane Moloney
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