

WE ARE NUCO

THE HOME OF STUDENT SNOWSPORTS.



Resort Rep – We Are NUCO

Role Overview

As a Resort Rep for We Are NUCO, you are the face of the company in resort and a vital part of delivering exceptional travel experiences for our passengers. No two reps are the same, and no two weeks are the same – but all NUCO reps share a strong work ethic, adaptability, and a genuine passion for creating unforgettable moments.

You will be responsible for supporting passengers throughout their journey, ensuring smooth operations in resort, and delivering a high level of customer service at every stage of the trip. This is a hands-on, people-focused role where your attitude, energy, and presence directly shape the passenger experience.

You are a key link between NUCO and our passengers, and your role is essential in bringing together everything we plan behind the scenes into a seamless real-world experience.

Resort Team Structure

NUCO resort teams are built around experience, collaboration, and clear operational support:

- Resort Manager – Overall operational leadership and oversight of resort delivery
 - Assistant Manager – Supports overall resort operations and team management
 - Head Reps – Lead and support rep teams, act as key passenger and committee contacts
 - Senior Reps – Experienced reps providing support, guidance, and consistency
 - Resort Reps – Core delivery team responsible for passenger experience and operations
 - Media Reps – Specialist reps focused on content creation alongside rep duties
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Key Responsibilities

Passenger Experience & Support

- Act as the main in-resort point of contact for passengers, delivering a friendly and professional NUCO experience throughout the trip
- Regularly check in with passengers, responding to queries and concerns in a timely manner with clear and accurate information regarding schedules, safety, and resort operations
- Carry out room rounds, welfare checks, and night patrol duties where required

Transport & Arrivals/Departures

- Support arrivals, departures, check-ins, lift pass distribution, and other key operational tasks
- Assist with coach and transfer loading, monitoring passenger behaviour during travel where required

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- Ensure smooth communication between passengers and operational teams throughout

Resort Operations

- Support ski hire, lessons, activities, and general resort operations across resort
- Assist with daily operational tasks, helping maintain organisation across key passenger touchpoints
- Support paperwork, logging, and basic reporting requirements, assisting with unexpected operational challenges where needed

Events & Activities

- Host and support resort events including après, socials, club nights, and entertainment activities
- Help manage passenger flow, safety, and organisation during busy operational periods and events
- Be an active and positive presence at events when on shift, contributing to a safe and enjoyable environment

Supplier & Relationship Management

- Work collaboratively with reps, suppliers, and senior staff to ensure smooth resort delivery
- Maintain professional and respectful relationships with all partners, representing NUCO professionally in all external interactions
- Escalate issues appropriately through the correct channels

Incident & Issue Handling

- Respond to and assist in resolving passenger issues, supporting management of unexpected disruptions such as delays, weather, or operational changes
- Record and report issues clearly and accurately, escalating serious matters to senior staff immediately
- Maintain high standards of customer service, organisation, and teamwork across all areas of resort delivery

Core Expectations

- Represent NUCO professionally, positively, and consistently at all times
- Work collaboratively as part of a wider resort team
- Stay adaptable and calm in fast-paced or changing environments
- Communicate clearly and confidently with passengers and staff
- Be punctual, reliable, and prepared for all shifts
- Maintain a strong focus on passenger experience and satisfaction
- Take ownership of responsibilities and follow through on tasks
- Show resilience and a solution-focused attitude under pressure

What We're Looking For

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- Confident, outgoing, and approachable personality
- Strong work ethic and commitment to delivering high-quality experiences
- Experience in customer-facing or service-based roles (preferred)
- Ability to work well in a team and support others
- Strong communication and interpersonal skills
- Problem-solving mindset with a proactive attitude
- Ability to perform in high-pressure or fast-moving environments
- Competent skier or snowboarder (where required for resort location)
- Reliable, organised, and detail-focused

Bonus attributes:

- Previous ski season or travel experience
 - Event, hospitality, or tourism background
 - Natural leadership qualities and progression potential
 - Media/content creation interest (for Media Rep pathway)
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Uniform & Resources

- NUCO resort uniform provided (role-specific)
 - Access to internal operational systems and passenger information tools
 - Daily briefings and role-specific updates from senior staff
 - Communication via official NUCO resort channels
 - Role guidance and support provided throughout the season
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Training

- Pre-season training covering operations, customer experience, and safety
 - In-resort onboarding and role induction
 - Ongoing support and briefings throughout the week
 - Event-specific and operational briefings before key shifts
 - Continuous feedback from senior reps and management teams
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Progression

NUCO offers clear progression opportunities within the resort team for committed and high-performing individuals.

Progression routes include:

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- Senior Rep
- Head Rep
- Assistant Manager Pathway
- Potential progression into Head Office or specialist operational roles

Progression is based on performance, reliability, feedback, attitude, and leadership potential.

Additional Notes

- Every resort operates with a flexible structure depending on group size and operational requirements
 - Roles and responsibilities may shift during the week based on demand
 - Strong communication and adaptability are essential to success in resort
 - Senior staff rely on resort reps to execute the core delivery of the trip effectively
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Allocation

- Reps are allocated to groups, shifts, and responsibilities based on operational needs and experience
- Allocations may change throughout the week depending on resort requirements
- Flexibility is essential, and all reps may be asked to support multiple areas
- Strong teamwork ensures smooth delivery across all passenger touchpoints