



Rental Coordinator

JOB DESCRIPTION:

The purpose of the Rental Coordinator is to provide operational and sales support to the Midway Rental team. The Rental Coordinator will work primarily at the rental counter and will engage with customers on a regular basis. This position is key in driving revenue, achieving customer satisfaction and ensuring compliance with company policies.

REPORTING RELATIONSHIPS:

Report directly to the Store Manager

PRIMARY DUTIES / RESPONSIBILITIES:

- daily opening branch store for business prior to hours of operation
- walk the yard daily to ensure knowledge of equipment availability, equipment repair status and yard condition
- promptly answer incoming calls and effectively engage customers
- discuss customer needs and suggest suitable and safe equipment for the application
- greet and assist walk-in customers
- load / unload rental equipment as needed
- successfully negotiate rental rates and pricing to achieve optimal market share and profitability
- make realistic commitments, and communicate with customers and/or sales reps if deviations from the original commitment will occur
- deal with customer complaints and concerns in a professional manner
- computer accuracy
- inventory counts and reconciliations completed timely
- engage with the shop staff regarding repair needs and rent-ready priorities
- maintain clean and orderly counter and showroom area
- maintain a commitment to safety
- display conduct that coincides with the vision, mission and operating principles of Midway Rental

QUALIFICATIONS / REQUIREMENTS:

- effective communication is essential to success in this position
- must have a “team-player” attitude and the ability to work well with all levels of personnel
- general proficiency with computers is required
- must have a clean driving record
- proven skills in organizing, planning and relationship building
- must be self-motivated and able to work with little or no supervision
- High School Diploma or GED. College education preferred.
- knowledge of construction equipment is preferred but not required
- ability to stand for extended periods of time and ability to perform tasks such as walking, bending, lifting, pushing, pulling and reaching.
- ability to occasionally lift up to 75 lbs per day
- must be willing to occasionally work in harsh temperatures and environments