

JOB DESCRIPTION – GENERAL MANAGER

PURPOSE OF THE JOB

To ensure the commercial success of the attraction and perform the day to day leadership and accountability of the attraction and facilitate a high quality guest experience.

KEY ACCOUNTABILITIES

- Line manage staff, including providing support and supervision, undertaking appraisals, identifying training needs, dealing with poor performance, managing sickness and absence, record keeping and all other personnel management functions in line with the policies laid down by Continuum;
- Take an active involvement in all aspects of the running of the attraction, including Duty Management cover as and when required;
- Maintain adequate trained staff resources to enable the effective maintenance of the facility;
- Ensure that the highest standards of presentation are maintained by staff throughout the attraction;
- Recruit and Train the site team in line with Continuum recruitment procedures
- Respond effectively to any incident on site which might require assistance of the emergency services (such as Police, Ambulance or Fire Services).
- Ensure that the highest level of customer service is maintained at all times to provide the best service to the attraction's visitors.
- Ensure all operations conform to legal regulations with regard to health and safety and food hygiene requirements.
- Help maintain the condition of the attraction and its facilities reporting any damage immediately.
- Ensure that the attraction has credibility within the marketplace by means of accreditation to a recognised quality assurance scheme;
- Ensure that all areas of the attraction are presented to the highest standards with particular regard to cleanliness and maintenance.
- Deal with all customer complaints in a prompt, professional and thorough manner.
- Ensure all works are completed with minimum disruption to the visitors.
- Maximise revenue to the attraction by matching or exceeding agreed budgets for admissions, retail and other ancillary income;
- Monitor, review and control the use of resources to ensure expenditure is controlled within the budget throughout the year;
- Ensure all financial dealings, particularly in the ordering, selling of goods, cash handling and banking, meet the agreed standards as laid out within the Company's finance policy;
- Make the best use of existing resources and identify priorities for future investment;
- Provide reports as and when required, detailing current performance levels and identifying where improvements can be achieved;

- Develop Key Performance Indicators (KPIs) that analyse the take up of all income/expenditure groups, highlighting both under and over performance as and when required;
- Report monthly to the Executive Group on other aspects as may be required.
- Produce a Business Development strategy on an annual basis focussed on new business and income opportunities;
- Ensure that all “new” developments and business opportunities fit within the overall vision, strategy and brand values;
- Actively research and source external funding opportunities for future developments and product enhancements;
- Assist the Marketing Manager in the preparation of the marketing strategy and oversee its implementation;
- Participate in all internal and external marketing meetings, ensuring at all times that the focus clearly remains on the business vision, strategy and commercial viability of the attraction.
- Ensure all market research activities are undertaken and analysed as required;
- Develop links with local, regional and national agencies in order to influence decisions aimed to assist in bringing consumers to the attraction;
- Contribute to the formation of a PR plan liaising with the Continuum Marketing/Communications Manager and PR team.
- Continually review standards through means of internal and external quality auditing and report upon shortfalls in presentation.
- Produce a Business Development strategy on an annual basis focussed on new business and income opportunities;
- Contribute towards meetings and future development of the attraction.
- Actively encourage feedback from customers and implement any appropriate changes to improve the level of service offered.
- Analyse guest feedback information, such as mystery shopper, and exit research to continuously improve levels of service.

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role.