

# Job Description and Person Specification

## General Manager/Operations Manager

Location: Central London

Salary: £45,000 - £65,000 (depending on experience), plus benefits

Responsible for: Visitor Experience Managers and Visitor Experience Assistants

Duration: Full Time, Permanent Position

Closing Date: 30 November 2023

### Context

A fantastic opportunity has arisen to develop and lead a team at an exciting venue. A trailblazing concept that marries deep immersive experiences with the education of a museum; incorporating elements of the most successful visitor attractions, from science, technology and learning to fun escapism. This exciting new position is an opportunity to be involved at the early stages of this extremely successful new venture during its growth and expansion stage; and refining the proposition for further rollout.

### About the Role

The General Manager will be responsible for all operational management aspects of the site; from the day-to-day operation, to ensuring that the venue and operational activities are compliant.

The role offers an exciting opportunity to manage and develop the operations of a new branded concept that delivers a unique customer-focused experience. The broader responsibilities of this role will include:

- Strategy and business planning
- Overseeing daily operations and budget
- Delivery and management of a unique visitor experience
- Development and performance of the site's retail offering
- Team management and development (training, staff morale, recruitment disciplinary & appraisal processes)
- Financial management and reporting

This role will report directly to the Twist Founder.

### Key Responsibilities

#### Strategic Planning

- Work with the Senior Management team to develop the commercial strategy, ensuring the attraction meets its revenue targets and generates strong visitor engagement
- Develop the retail offering in a way that it reflects the brand, has strong customer appeal, and maximises the revenue opportunity
- Ensure that the brand remains current and identify potential business development opportunities

#### Operational Management

- Direct the management of the visitor experience, the retail offering, the events programme, and the building/facilities management, effectively and efficiently so they deliver against agreed targets
- Undertake the general duties of Duty Manager, open and close the venue and handle day to day queries on a rota basis
- Ensure all appropriate policies and procedures are in place, implemented and monitored

### **Finance and Administration**

- Monitor financial performance against the business plan and produce accurate and timely financial and management reports
- Maximise the Brand's financial effectiveness, working in close collaboration with the finance and senior management team
- Prepare annual budgets for discussion with the Senior Management team and assist in developing expansion plans
- Ensure all information systems are working effectively and are operated according to the appropriate policies, procedures and legal requirements and comply with GDPR

### **Staff Management**

- Build a first-class team; showing strong leadership in developing, motivating and inspiring staff to deliver against agreed targets
- Ensure the team is appropriately trained, briefed, managed and developed to maximise sales and deliver exemplary customer service to all visitors in accordance with the business strategy, commercial objectives and agreed operating standards
- Oversee all staff recruitment and maintain high staff retention by ensuring that all staff feel supported and are given the opportunity to learn and develop their own skills and career
- Manage the onboarding and induction process for all operations staff as well as HR activities including; but not limited to, performance management, employee relations and managing termination of employment procedures

### **Venue Management**

- Manage all aspects of the Venue's facilities ensuring compliance with regulations and maintenance standards
- Oversee all current and future maintenance contracts for facilities and services
- Ensure that all Health and Safety policies, and relevant Trading Standards requirements are upheld and that regular monitoring is in place
- Act as one of the registered key holders, on 24-hour call out in case of emergency

## **Person Specification**

### **Previous Experience**

- Degree or equivalent qualification
- Track record of delivering an outstanding customer experience
- Previous General Manager or Operations manager experience at a visitor attraction or similar for at least 2 years
- Extensive customer-facing experience in a retail, cultural or leisure environment
- Establishing written procedures
- Establishing and monitoring strategies to guide the work of an organisation
- Proposing managing, monitoring and reporting on budgets
- Dealing with employment issues, recruiting, managing and retaining people
- Experience of managing a building
- First Aid trained and qualified

### **Knowledge and Skills**

- Strong commercial skills / financial awareness
- Understanding of Health and Safety, Child Protection, Trading Standards and effective building/resource management
- Proven IT skills including Microsoft Office, databases, report generation, Epos/ticketing systems
- Strong numeracy skills for data interpretation, reporting and budgeting
- Analytical and problem-solving skills
- Excellent time management and organisational skills including project management

### **Behaviours and Characteristics**

- Demonstrable leadership skills
- Ability to lead teams and work on your own initiative
- Excellent communicator, both written and verbal
- Excellent interpersonal skills
- High attention to detail
- Ability to organise and prioritise workload to meet challenging demands and deadlines

### **Benefits**

Career Progression: This role is ideal for an ambitious and motivated person who believes in the brand and feels passionately about simultaneously growing and expanding both the brand and their own career. Due to the planned fast international expansion of the brand, exciting career opportunities will be opening within the organisation.

Annual Leave: 25 days holiday, rising to 26 days after two continuous years of service and 27 days after 5 years continuous service, plus 8 Bank Holidays. You may be requested to work on some of the Bank Holidays, you will then be entitled to take a day off in lieu.

### **How to apply**

We are committed to equal opportunities and diversity therefore all qualified applicants will receive equal consideration for employment. Applicants are invited to apply in confidence by submitting a CV together with a covering letter indicating how their knowledge and experience match those specified.

Please email your application, in confidence, to: Sharmane Barrett, [sharmane@twistmuseum.com](mailto:sharmane@twistmuseum.com) by 26 November 2023.

Please don't hesitate to email in advance of your application with any queries or requests for further details.

**NO AGENCIES PLEASE**