

Job Role Specification: General Manager – Edenwood Place Events Venue

Job Title: General Manager

Location: Edenwood Place (ME20 7EZ)

Reports to: Director of Operations / Venue Owners

Salary: £30-32K, dependent on experience

Other Benefits: Staff discount, pension

Employment Type: Full-time, permanent

Role Overview

The General Manager (GM) is responsible for overseeing all aspects of the day-to-day operations of the events venue. The GM will ensure the smooth execution of events, maximize revenue, uphold the venue's reputation, and provide exceptional customer service. This role involves strategic planning, team management, financial oversight, sales and coordination with clients and suppliers to deliver successful events.

About Edenwood Place

Edenwood Place is a versatile events venue set on the picturesque Blue Bell Hill, offering breathtaking views across the North Downs. Specialising in a wide range of events — from weddings, parties, and wakes to corporate functions and brand launches — Edenwood Place provides a memorable setting for every occasion, including a range of in-house events. Our dedicated team assists clients in coordinating their events, working closely with trusted suppliers to ensure every detail is perfect.

With the capacity to host elegant sit-down events for up to 75 guests or larger gatherings for up to 250 guests, our venue features a unique botanical-industrial feel and a variety of distinct spaces, creating the ideal backdrop for unforgettable celebrations and experiences.

Key Responsibilities

- **Operational Management:**
 - Oversee daily operations of the venue, ensuring high standards of service and safety.
 - Oversee the coordination of all aspects of events, including setup, execution, and breakdown.
 - Ensure compliance with health, safety, and legal regulations.
 - Manage facilities, inventory, equipment, and supplies, ensuring timely maintenance and replacements.
- **Financial Management:**
 - Develop and manage the venue's annual budget, including forecasting, monitoring expenses, and controlling costs.
 - Maximize revenue through effective pricing strategies, upselling opportunities, and cost management.
 - Prepare financial reports, including profit and loss statements, and present them to senior management.
- **Team Leadership:**
 - Recruit, train, and manage venue staff, including event coordinators, operations staff, and support teams.
 - Foster a positive work environment that encourages teamwork, performance excellence, and employee development.
 - Conduct regular performance reviews and provide coaching, feedback, and training to staff.
- **Client Relationship Management:**
 - Act as the primary point of contact for clients, building and maintaining strong relationships.
 - Oversee the end-to-end client experience, from initial enquiry to post-event follow-up.
 - Handle client issues and complaints promptly and professionally, ensuring client satisfaction.

- **Marketing and Sales:**
 - Collaborate with the marketing manager to develop and implement strategies to promote the venue and attract new business.
 - Identify and pursue new business opportunities, partnerships, and collaborations.
 - Attend networking events and industry conferences to represent the venue and build relationships.
- **Strategic Planning:**
 - Develop and execute the venue's strategic plan in alignment with overall business goals.
 - Conduct market research and analyse trends to identify opportunities for growth and improvement.
 - Develop and implement policies and procedures to enhance operational efficiency and customer experience.

Key Requirements

- Proven experience in managing an events venue, hospitality, or a related field.
- Strong leadership and team management skills, with experience in recruiting, training, and developing staff.
- Excellent communication and interpersonal skills, with the ability to build and maintain strong client and supplier relationships.
- Demonstrated experience in financial management, budgeting, and reporting.
- Strong organizational skills with the ability to multitask and prioritise in a fast-paced environment.
- Knowledge of health, safety, and legal regulations related to events and venue management.
- Proficiency in event management software, Microsoft Office Suite, and other relevant tools.

Desirable Qualifications

- Degree in Hospitality Management, Business Administration, or a related field.
- Experience in sales and marketing within the events or hospitality industry.
- Familiarity with local market trends and competitor analysis.

Personal Attributes

- Highly motivated, self-starter with a passion for events and hospitality.
- Creative problem-solver with a client-focused approach.
- Strong negotiation and conflict resolution skills.
- Detail-oriented and able to maintain composure under pressure.
- Flexible and adaptable to changing circumstances.

Working Conditions

- The role may require working evenings, weekends, and public holidays depending on event schedules.
- Flexibility to be on call to address urgent venue or client needs.
- Ability to travel locally to attend meetings, site visits, and industry events.

Application Process

Interested candidates should submit their resume, a cover letter detailing their experience and suitability for the role, and references to Michael Van Der Straaten: michael.vanderstraaten@sjpp.co.uk.

Shortlisted candidates will be contacted for this role, following a review of all applications.

Deadline for application

Friday 20th September 2024