

## Lancaster City Council - Job Description & Person Specification

<b>Job Title:</b>	Leisure & Commercial Venues Manager	<b>Grade:</b>	GG512	<b>Job Code:</b>	LCC721
<b>Service/Team:</b>	Environment & Place	<b>Role Type:</b>	FIXED	<b>Reports to:</b>	Chief Officer- Environment & Place
<b>Line Manages:</b>	Operations Manager- Salt Ayre Membership Experience Manager- Salt Ayre Operations Manager- Williamson Park Commercial Venue & Events Manager				

### Job Overview

To manage the continuous development, improvement and success of Salt Ayre Leisure Centre and all commercial venues as a whole through effective planning, budget management, staff management and governance. Ensure Salt Ayre Leisure Centre and all commercial venues is as financially sustainable as possible by ensuring income opportunities are maximised.

To lead the development and implementation of the Services business plan working in partnership with all relevant stakeholders.

Overall responsibility and accountability for the commercial management of the venues Salt Ayre Leisure Centre, Williamson Park, The Storey, Ashton Hall and The Platform, ensuring effective and efficient use of space. You will ensure that all opportunities for income generation are explored and developed accordingly, through strong stakeholder relationships and the identification of new business opportunities. You will work closely with marketing to ensure the maximum success of any targeted marketing strategies.

### Direct Responsibilities

Build strong customer relationships across all of your areas.

Be responsible for providing regular reports to the Chief Officer – Environment & Place on business development highlighting individual facilities performance against targets including new business. You will assist the Chief Officer in setting new targets which maximise financial performance and reduce operating costs to the Council. Reports to include customer and stakeholder feedback and cost analysis. You will use these reports to forecast future performance and ensure targets are closely monitored by providing weekly reports.

To provide quality advice and information to senior managers, Councillors and partners in respect of performance and policy developments related to leisure and events management. This will include the production of reports to members and attendance at meetings of Council committees as required.

Be an ambassador for outstanding Customer service. Take a lead role in developing customer service and arranging training and development of the teams to ensure standards are maintained. Training and mentoring to other staff to raise awareness of importance of adopting a commercial approach.

Act as a role model to others encouraging them to think of community first. Influence others to gain buy-in using compelling well thought through arguments

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Responsible for engaging in partnership work with external organisations to generate further business opportunities for the services Leisure and Commercial Venues This will include maximising opportunities for accessing external funding.

Supporting the arts and culture sector by overseeing local festivals and events such as Light Up Lancaster and Vintage By The Sea. Working with various organisations to ensure the success of such key events for the community.

Ensure a commercial approach to programming enables rapid response to change in market demands in order to maximise financial performance. This may include the identification of corporate event opportunities, weddings and other celebratory occasions that could be held within Lancaster City Council venues.

Sets clear direction and expectations and enables others to interpret competing priorities. Analyses organisational risks associated with decisions, including those with long term impacts before committing to action.

To ensure facilities operate to high standards of cleanliness that are commensurate with the high expectations of the public.

To have in place risk management procedures and practices that are in line with Council policies and industry / legislative requirements across all facilities including off site work.

To be aware of and ensure correct working practices and safeguarding considerations are in place for staff when working with children, young people and vulnerable adults.

Responsibility for ensuring a planned preventative maintenance programme is in place for all aspects of each facilities plant and equipment.

Responsible for ensuring staff are trained to appropriate standards for their duties and ensure a training development programme is provided for all staff in line with Council policy.

### **Primary Measurable Objectives**

The Leisure & Commercial Venues Manager is responsible for developing a commercial strategy covering all segments and channels to maximise total revenue and profit performance as well as market share penetration of the SALC, Williamson Park, The Platform, The Storey Institute and Ashton Hall.

This role will drive the planning and execution of the commercial strategy and activity through working closely with all direct reports and key stakeholders.

The role ensures that commercial management strategies are set for all revenue streams and that all systems are used to their full potential to yield the highest possible amount of revenue from all available space across all revenue departments.

They will lead, coach, develop, recruit and retain future talents. They will manage performance, develop and evaluate the commercial team members on the agreed KPI's, whilst working effectively as part of the

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senior management team for the Service. Specifically, they will perform the following tasks to the highest standards:

- Directly accountable for driving the budget and Forecast by implementing a commercial strategy and business plan through to execution using the Council wide focus and all available business tools and intelligence available. Deliver as a minimum the budgeted revenues across all revenue streams. To be the responsible spending officer in line with the Councils financial regulations.
- Support and work closely with the central marketing and corporate teams in coordinating marketing, sales and public relations activities.
- Support the Chief Officer to establish an optimal mix of customer service and financial performance, develop strategies for different demand periods, and review and recommend pricing strategies.
- Develop and maintain strong relationships with all stakeholders, to ensure social and commercial benefits for the Service.
- Ensure providing healthy lifestyle opportunities for residents and visitors are at the core of the engagement strategy and linked to the Councils Corporate Plan.
- Understand and identify current corporate trends such as opportunities for team building events at LCC
- Be attuned to public appetite for events and festivals
- Translate political vision into action plans and deliverables
- Prepare and submit bids for external funding as an when opportunities arise to maximise the use of these funding opportunities to deliver additional services not funded from corporate budgets
- Support the organisation to implement innovative suggestions
- Keeps in touch with market trends and review/amend strategies accordingly in line with the evolving market conditions.
- Participate in the leadership activity of the service

### **Monitors financial performance and efficiency of own team ensuring delivery of work within budget.**

Ensure all staff are fully compliant with financial regulations and information governance including GDPR

### **Staff Management Responsibilities**

Management of all direct reports, annual appraisals and regular coaching and mentoring.

Carrying out appraisals and ensure appraisals are completed by managers within the required timescales

Ensure all staff are managed effectively using council policies and procedures, including managing poor performance, recognising success, sickness and absence management

Carry out / support managers to carry out disciplinary investigations, conduct hearings and complete relevant paperwork and reports

Leading on staff recruitment including providing details to management team, ensuring high quality induction processes are in place and probationary reviews are carried out on time

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<b>Person Specification</b>			
<b>Knowledge &amp; Educational Requirements</b>	<b>Essential Criteria</b>	<b>Desirable Criteria</b>	<b>Assessed by: App Form, Interview, Certificate, Test, Other...</b>
<b>Specialised Qualifications &amp; Training</b>	<p>Preparing planned preventative maintenance processes</p> <p>Project management skills</p> <p>Knowledge of relevant Health and Safety legislation</p> <p>Knowledge of emergency procedures</p>	<p>Educated to degree level or equivalent, or with a good standard of education</p> <p>Knowledge of Council's policies and procedures</p> <p>Pool Plant Operation and understanding of Pwttag guidance on the operation of Swimming pools</p> <p>Premises and personal alcohol license holder</p>	App Form, Interview, Certificate
<b>Experience</b>	<p>Financial management including cost centre analysis</p> <p>Performance management including membership/customer retention strategies and maximising yield</p> <p>High level of commercial experience across various sectors</p> <p>Experience of leading and implementing change</p>		App Form, Interview
<b>Job Related Skills, Knowledge &amp; Abilities</b>	<p>Strong negotiation skills</p> <p>Strong numerical, report writing and verbal communication skills.</p> <p>Effective time management. Flexible and self- motivated – able to juggle a varied and broad workload and meet deadlines, often under pressure.</p>		App Form, Interview

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<p><b>Personal Attributes</b> Including Interpersonal &amp; Communication Skills</p>	<p>Collaborative – Work in partnership with external partners, customers, colleagues, contractors and other experts to bring everyone together and achieve more.</p> <p>Ask for input and offer help to others. Recognise and appreciate others efforts and contribution.</p> <p>Share learning across the Council.</p> <p>A professional approach, exhibiting sound judgement and with the ability to handle competing priorities, achieving results and deadlines.</p> <p>Good range of communication skills including making formal presentations and preparing business proposals.</p> <p>Ability to develop productive relationships with a range of stakeholders and relate to people at all levels.</p> <p>Experience of providing good customer service to a wide range of users.</p>		App Form, Interview
<p><b>Special Requirements/Other</b></p>			App Form, Interview

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### **Additional information**

#### Lancaster City Council Specific Knowledge

Once in post, demonstrate:

Understanding, implementation and adherence to Lancaster City Council's policies and procedures.

Understanding, implementation and adherence to Our Values.

Understanding of the post holder's own and their team's contribution to the Council's Corporate Plan.

#### General Statement

The above duties and responsibilities do not include or define all tasks that may be required of you. Duties and responsibilities may vary without changing the general character or grade of the role.

As a normal part of your job, you are expected to routinely undertake corporate activities on behalf of your Directorate, appropriate to grade of the role.

#### Learning and Development

You are expected to undertake any training and development appropriate to the current and future needs of the post.

#### Health & Safety at Work

All members of staff are responsible for fulfilling their health and safety roles and responsibilities, as outlined in the Job Description above. It is the employee's responsibility to ensure that they are familiar with the Council's health and safety policy, procedures, work instructions and relevant risk or other health and safety assessments pertinent to their work tasks, and that they carry out their work tasks in accordance with the significant findings of such.

#### Equal Opportunities

Lancaster City Council is an Equal Opportunities employer and has equal opportunities policies with which you are expected to comply at all times. The City Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias.

#### Climate Emergency

You will be expected to conduct your work activities in a way that demonstrates understanding of, and alignment with the requirements of delivering the Council's response to the Climate Emergency.

#### Community Safety

Section 17 of the Crime and Disorder Act requires local authorities to consider the community safety implications of all their activities. Officers of Lancaster City Council should have an awareness of community safety and consider any community safety implications within their own area of responsibility.

#### Safeguarding

Lancaster City Council delivers a range of services and activities that impact on the lives of children both directly and indirectly. Safeguarding children, ensuring their welfare, safety and health is of paramount importance. We are committed to providing safe and supportive services that will give children the opportunities to achieve their full potential.

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<b>Employee Signature:</b>		<b>Print name:</b>		<b>Date:</b>	
<b>Manager Signature:</b>		<b>Print name:</b>		<b>Date:</b>	