



JOB DESCRIPTION – GENERAL MANAGER

<u>Post Title:</u>	General Manager
<u>Line Manager:</u>	Board of Directors
<u>Purpose of Job:</u>	The General Manager is fully responsible for the day-to-day management of the business as well as delivering the company objectives in terms of profitability, service, brand and future development/growth.

MAIN ACTIVITIES, DUTIES AND RESPONSIBILITIES:

1. Overall responsibility for the day-to-day management of the business on behalf of the directors.
2. Responsibility to deliver key specified company objectives in terms of profitability, service and brand.
3. Implementation and responsibility for company policy as briefed by the directors.
4. Reporting to the directors on a regular basis.
5. Overall responsibility for delivering agreed sales targets, working with the Marketing & Sales Manager and team to ensure all opportunities are explored.
6. Overall responsibility for ensuring the operation of the business runs effectively to deliver agreed targets of customer service and satisfaction.

7. Responsibility for ensuring Marketing & Sales Manager and the Marketing Team deliver the marketing plan on time and within budget.
8. Management of the team, working with line managers to manage performance and workload.
9. Approving and managing monthly/annual staff rotas, to ensure adequate staffing levels.
10. Working with the HR & Administration Manager to monitor staff performance, identify training needs or gaps in the team and to create development opportunities for high performing staff members.
11. Responsibility for team welfare and wellbeing, working with the HR & Administration Manager as necessary on issues of discipline or support.
12. Writing reports for the senior management, which may include reports on sales performance, profitability, staffing and operations.
13. Delivering business presentations to the directors and other sections of the organisation.
14. Attending conferences and training on behalf of the company
15. Ensuring compliance with Employment Law.
16. Ensuring compliance with Data Protection legislation.
17. To use a range of office software, including email, spreadsheets and databases.
18. Overall responsibility for overseeing all aspects of procurement for the company, ensuring the best deals are achieved and cost savings made where possible.
19. Undertake any other reasonable duties which may be assigned by the Directors.

HEALTH AND SAFETY

You will uphold Coast & Country Cottages' Health & Safety Policy and comply with all relevant health and safety legislation.

EQUAL OPPORTUNITIES

You will uphold Coast & Country Cottages' Equal Opportunities Policy in service delivery and employment, thereby promoting a fair and quality service to all.

TRAINING

You will keep under review your own development needs. Learning needs should be discussed and determined at your annual performance appraisal and you will be required to undertake training as identified and appropriate for the effective performance of the duties of this post.

This job description represents a statement of the duties of the post but does not include all minor duties. It is inevitable that over time the nature of an individual job will change and existing duties may be lost or others gained without changing the general character of the duties or the level of responsibility entailed. As a result **Coast & Country Cottages** will expect this job description to be subject to revision.