

SEFTON METROPOLITAN BOROUGH COUNCIL

JOB DESCRIPTION

Department: Tourism **Section:** Events & Venues

Location: Southport **Post No:**

Post: Senior General Manager **JE No:** A5172

Grade: I

Responsible to: Events & Venues Manager

Responsible for: Southport Market Staff

Job Overview

Southport Food Market is a leading food and drinks venue with flexible events space capable of accommodating a range of events. Reporting to the Events and Venues Manager you will have overall management of the venue ensuring an extensive all year around events programme within the Market is implemented while also overseeing the food and drinks operation to ensure quality to contribute to revenue targets and to bring in increased footfall.

The role will also oversee the operation of the Southport Enterprise Arcade situated by the Market, this space is a new creative and digital workspace.

The ideal candidate will have a strong track record in venue management, sales, event delivery and logistics with an excellent understanding of the hospitality industry.

Job Purpose

- Overall Management of Southport Market with a strong operations background displaying a passion and knowledge for the food, drink and events industry and have a strong track record in sales, event delivery, logistics and hospitality.
- Oversee the creation of a new portfolio of event package options to both contribute to revenue targets and to bring in increased footfall.
- Working with the Events & Venues Manager you will play a leading role in developing an extensive all year around events programme for Southport Market along with linked outdoor events around the venue and other locations were deemed appropriate.

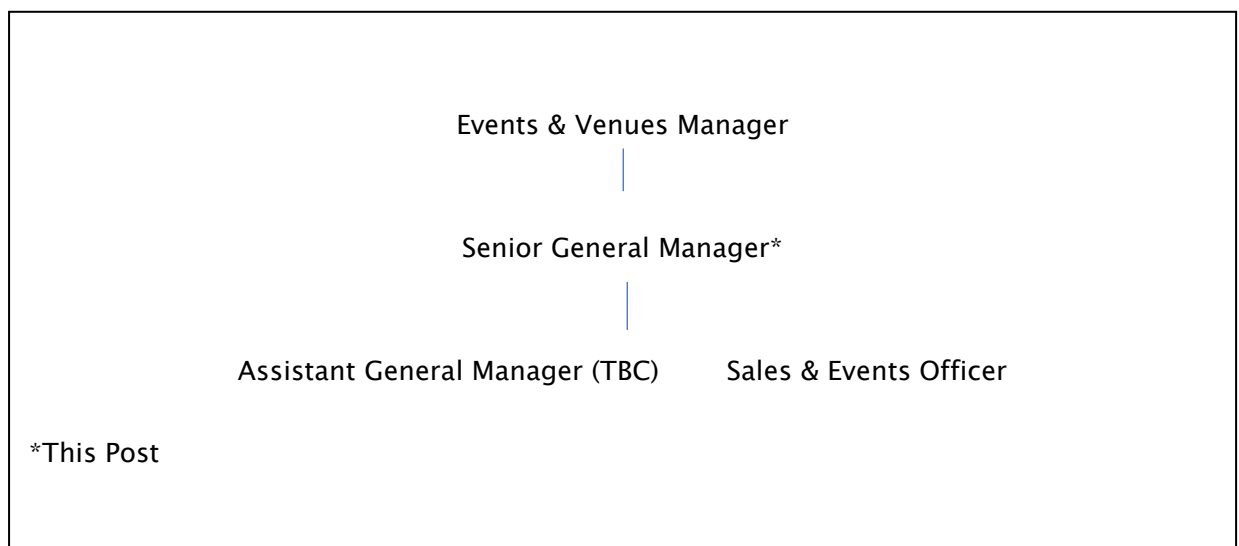
Main Duties

- Overall management of Southport Food Market.
- To oversee the curation and co-ordination of a varied events programme for the venue that will contribute to the overall aims and objectives such as live

entertainment, food and drink, seasonal events, cultural and community events.

- Overseeing the production and security of events and high footfall days,.
- Liaising with tenants and dealing with operational concerns
- Overall management of the Southport Market budget leading on monthly reporting.
- Overseeing the smooth running of multiple food, drink, and other uses
- Overall responsibility for budget planning and management.
- Contract management of cleaning, security, maintenance, waste, etc.
- Sourcing best value and implementing efficiencies.
- Creating a positive image and environment and enhancing all working relationships.
- Monitor and regularly review competitors to ensure that Southport Market remains competitive as an entertainment and events venue.
- Build external client relationship, especially within the wider Liverpool City Region to build up the reputation of Southport Market as an excellent food and drinks venue and live events space.
- Lead and oversee Sales planning and idea generation while analysing sales activity to inform business decisions while providing regular financial reports
Contribute to budgeting process.
- Actively seek and support marketing opportunities for the venue by contributing to the marketing strategy to drive footfall and average spend.
- Conduct any other duties or assist with any other projects as directed by the line manager.
- Monitor the effectiveness of the health and safety arrangements and systems and to promote appropriate improvements where necessary.
- Effective management of the on-site team

Organisation Chart



Special Conditions (if applicable)

The nature of the work will require the post holder to undertake commitments outside normal office hours on a regular basis. Such a requirement is reflected in the grading of the post and overtime will not be paid, however time off in lieu will be accepted.

Qualifications and Experience

See separate Personnel Specification

General

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The post is customer facing therefore you must have the ability to fulfil all spoken aspects of the role with confidence through the medium of English.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.

Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

Undertake, and participate in training, coaching and development activities, as appropriate.

<u>Prepared by</u>	<u>Name</u>	Mark Catherall
	<u>Designation</u>	Tourism Service Manger
	<u>Date</u>	November 2024

PERSON SPECIFICATION

Personal Attributes Required (based on the job outline)	Essential (E) or Desirable (D)
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<p><u>QUALIFICATIONS/TRAINING</u></p> <ol style="list-style-type: none"> 1. A degree or equivalent in a relevant discipline. 2. Designated Premises Supervisor (DPS). 3. IOSH Managing Safely, or equivalent. 	<p>D D D</p>
<p><u>EXPERIENCE</u></p> <ol style="list-style-type: none"> 1. Experience in food and beverage 2. Experience and venue and event management 3. Experience of activity linked to sales and generation of footfall. 4. Experience of supervising/managing staff. 	<p>E E E</p>
<p><u>SKILLS/KNOWLEDGE/ABILITIES</u></p> <ol style="list-style-type: none"> 1. Excellent customer service skills. 2. Exceptional organisational skills/ Multitasking. 3. Excellent financial management skills. 4. Excellent knowledge of health and safety requirements for major events. 5. Networking and negotiating. 6. Highly developed Communication, including listening and presenting ideas to people of all levels and disciplines. 7. Effective negotiation and influencing skills. 8. Excellent written skills and the ability to use Microsoft Office. 	<p>E E E E E E E E</p>
<p><u>OTHER</u></p> <ol style="list-style-type: none"> 1. Ability to work as a team. 2. Being thorough and responsible in all aspects of the role. 3. Flexible approach to working arrangements. 	<p>E E E</p>