



<b>POSITION:</b>	General Manager, Trafalgar Theatre
<b>LOCATION:</b>	Trafalgar Theatre, London
<b>REPORTING TO:</b>	Group Commercial Director, Trafalgar Venues
<b>HOURS:</b>	Full-time, 40 hours per week
<b>SALARY:</b>	£45K

### **About Trafalgar Theatre**

**Trafalgar Theatre** is a spectacular Grade II listed West End theatre with a rich history. Previously operating as Trafalgar Studios, in 2021 the venue was returned to a single 630-seat auditorium following a multi-million-pound transformation project. As such, the newly restored theatre is a shining star of the West End.

### **Purpose:**

1. To provide strong and effective leadership and to manage, improve and develop all areas of the theatre's operation, whilst representing Trafalgar Entertainment in the commercial West End.
2. To deliver agreed financial, operational and customer service results, whilst ensuring high standards are maintained across all areas of the building's operation.
3. To work in partnership with the resident producer and other production representatives to ensure their needs are met and to establish the theatre plays its part in the overall success of the show on stage.
4. To line manage all staff members in the theatre, motivating, encouraging, and driving a culture of constant improvement.
5. To maintain our brand mission of connecting people through creative and innovative experiences, providing inspiring entertainment for everyone.
6. To promote and deliver our values at Trafalgar Entertainment; creativity, collaboration, excellence, and respect.

### **Responsibilities:**

#### **Commercial and Financial Awareness:**

1. In collaboration with leadership, to contribute to the development of annual operating budgets, and an annual Business Plan, to ensure sustainable business growth, maximising profitability of both venue / entertainment and hospitality operations.
2. To take overall responsibility and accountability for achievement of the theatre's budget; maintaining an entrepreneurial, creative and forward-thinking approach.

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3. To produce information accurately and effectively and distribute to relevant departments on time as required.
4. To collaborate with, and to maintain excellent relationships with suppliers whilst maintaining adequate stock levels to maximise profits and achieve budgeted spend per head.
5. To maximise income streams and work actively to promote the venue for hire - estimating costs for hirers and profit margin.
6. To identify and develop merchandise possibilities and ticket promotions to increase revenue.
7. Compilation and distribution of financial reports to appropriate departments ensuring effective monitoring and feedback.
8. To monitor contra's and provide initial input ensuring relevant costs are charged on as appropriate to the resident producer or to hirers of the venue.
9. The accurate compilation and monitoring of weekly time sheets / spread sheets.
10. To source possible future hires to increase revenue and profile of venue.
11. Daily reconciliation and reporting, eliminating financial errors providing a base to forecast future profit and loss.
12. To monitor and work within the parameter of allocated budget to allow effective planning for future projects and ensuring costs are allocated to the correct cost centers.
13. Daily liaison with an appointed person to ensure correct reconciliation between stock and cash. To manage and reconcile the petty cash weekly ensuring a sufficient cash flow.

**Customer Care:**

1. To be the senior point of contact for customers in the venue; responding as required to feedback, comments and complaints in line with agreed policies.
2. To respect customer needs, and to lead the team by example in providing excellent customer service, whilst maximising sales at the venue.
3. To liaise with Resident Producers, Company Managers and / or Production staff on a daily basis to ensure the smooth operation of the show.
4. To deal with all customer queries, complaints, and feedback as they arise, resolving the issues and following up as necessary in providing the customer with a positive experience.
5. To play an active role in development of a customer-centric culture within the building and amongst the resident team.

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**Staff Management:**

1. To ensure staffing levels comply with mandatory requirements and to monitor and maintain staffing budgets and recharges in order to maximise retained revenue.
2. To implement and facilitate a framework for excellent communication and support throughout departments to develop synergy and sustain collaboration throughout the venue. To ensure staff welfare and respect is at the forefront; and to provide a safe working environment as part of the wider Trafalgar Theatres framework.
3. In conjunction with others, to ensure the theatre is safely cleared and checked at the end of the day and is safe and secure.
4. To provide and maintain accurate, up-to-date staff records.
5. To achieve, maintain and exceed standards through close monitoring and feedback using appraisal systems, identifying training requirements, encouraging personal development, and maximising overall efficiency in line with groupwide policies and procedures.
6. To promote and manage work experience candidates within the framework of appropriate legislation and educational goals.
7. To recruit in line with company policy and Job / Person Specifications to select suitable candidates, implementing a bespoke training schedule (as identified during recruitment process).
8. To ensure adequate staffing levels at points of sales and bars according to demand whilst ensuring licensing requirements are met.

**Legal:**

1. To be aware of building access requirements and changing legislation which may affect all areas of the venue. To recommend improvements to senior management and implement on approval.
2. To ensure that the appropriate staff are trained to the required standard to comply with legal requirements and agreed union terms, including First Aid and Fire Evacuation Procedures.
3. To have an understanding of the terms and conditions of all insurance policies and ensure compliance.
4. To ensure the compliance of all Health and Safety Legislation as set out in the company Health and Safety Policy to minimise risk of injury and accidents; and to ensure that members of staff are adequately trained and understand their responsibilities in this regard.
5. To work within the guidelines of HR Policy and Procedures referring to the HR team as and when necessary, in order to ensure compliance with Employment Law.

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6. To collaborate with regulatory authorities (including Police, Fire and Local Authorities) to comply with legislation and licensing requirements to maintain a safe and proper environment for customers and staff.
7. To develop a broad understanding of, and to ensure compliance with, regulatory and industry guidelines on risk management, including counter terrorism planning, major incident planning and to ensure that company guidelines and protocols are disseminated amongst the team.

**Housekeeping & Maintenance:**

1. To ensure the building is cleaned to the agreed high standard and to address any deficiencies in cleaning standards as required.
2. To practice and achieve creativity in developing pro-active ideas to improve facilities and conditions for both staff and customers and to communicate to the Group Operations Director for action if appropriate within limits of various statutory bodies and landlords.
3. To ensure respectfully the safety of all persons and property within the building in order to reduce any potential risk or losses.
4. To collaborate with others to monitor and control all visiting contractors whilst on premises ensuring they remain compliant with Health and Safety Regulations and within defined budget.
5. To be aware of condition and fabric of building and to prioritise any necessary maintenance work required. To action works with approval via the Operations team and to monitor through to completion within budget.
6. To monitor pest control contracts to ensure minimum infestation.

**Self-Management:**

1. To take full advantage of training courses offered within the company to stay abreast of latest information e.g. technology and become more effective in order to further self-development and achieve excellence
2. To ensure excellence sharing of best practice in all areas. Initiate ideas and suggestions. Experiment. Ask questions.

**General:**

1. Such other duties as necessary, which are not defined within this document but necessary to ensure the smooth running of the theatre and aid the efficiency of the Company.

**Key Skills & Knowledge**

**Essential:**

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- Experience of working in a management capacity ideally in a commercial theatre or live entertainment environment including experience of managing performance and developing and supporting a team to achieve its goals.
- An excellent understanding of commercial objectives and proven ability to meet ambitious targets within agreed timescales.
- Excellent verbal and written communication skills.
- An innovative and creative thinker.
- A confident decision maker.
- Ability to be adaptive, to prioritise a varied workload, and manage own time effectively.
- An ability to create a positive, engaging, and collaborative working environment.
- Good IT skills, with the ability to learn to use new software and systems.

**Desirable:**

- Experience in a retail or hospitality setting.
- Personal license holder \*
- Relevant management qualifications or training
- Health and Safety qualifications and/or experience
- An interest in live entertainment; work experience in the industry is desirable but not essential

\* The General Manager is required to be a Personal License holder or undertake the training and assessment to gain a license on starting in the role. The application process for a license includes a Disclosure and Barring Service check.

To submit your application, please submit a CV and cover letter as to why you would be suitable for the role to [recruitment@trafalgarentertainment.com](mailto:recruitment@trafalgarentertainment.com) by Sunday 3<sup>rd</sup> July 2022.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees