



Colin Glen

Protecting the Forest • Providing Adventure

Job Description / Specification

POST: Leisure Complex Manager

REPORT TO: Chief Executive Officer

INTRODUCTION

Colin Glen Leisure is one of the most innovative sports facilities in Ireland. Home of Northern Ireland's first interactive driving range, the 15 bay Trackman Driving Range boasts some of the highest participation figures of any range in Europe. Complemented by the Trackman Indoor Golf Suite and an excellent 9-hole golf course, this is one of the best Golf Facilities on these shores.

With the development of 3G small, sided pitches and the opening of Belfast's first Dome covered pitch, we are also one of the most sought-after sports training facilities in Belfast. We intend to develop further, and we now require an ambitious Manager who will help deliver on our vision to continue as the best multi-sports site in Ireland.

This post will attract a self-driven ambitious manager who will see and seize this opportunity to flourish alongside the business and be able to lead and motivate a team of staff who are committed to the success of Colin Glen.

LOCATION

The post-holder will be based at the Colin Glen Leisure Sports Complex, 115 Black's Road, Belfast, BT10 0NF, although will be expected to work at other sites as required.

DUTIES AND RESPONSIBILITIES

The post-holder must be capable of managing a heavy and extensive workload. The post may involve **variable working hours** and will require the post-holder to be highly motivated and capable of working on their own initiative to successfully complete the following duties and responsibilities:

INCOME

- Operate and promote the facilities to maximise the potential income from the existing and new facilities.
- Develop, organise and promote activities to meet customer demand and generate revenue.
- Manage the sales process to ensure that all staff understand their role regarding sales and ensure that they are bought into understanding and following the sales system and procedures.
- Prepare and manage budgets, projections and forecasts.
- Be self-driven to achieve the sales and income targets and instil this target driven environment into all the staff.

- Work closely with the Sales and Marketing staff to ensure that all promotional material is consistent and timely and is monitored for its effectiveness.
- Ensure all income and customer targets are achieved and implement any actions required to address any potential shortfall before the shortfall occurs.
- Be proactive in boosting sales by meeting with and talking to existing and prospective customers.
- Attract and deliver contracts from government departments, councils, sports clubs, schools, community groups or other funders.
- Ensure that those using the facilities are bona fide customers and develop a reputation for running the facilities in strict professional fashion.
- Introduce and drive other commercial revenue streams to maximise secondary spend from each customer.

STAFF

- Work closely with all staff to ensure that everyone is aware of the standard of service required and how to exceed customer expectations.
- Ensure that excellent customer service levels are introduced and adhered to by all staff. Ensure that all staff follow the highest of standards which you yourself set.
- Ensuring that the complex from the front gate to the public toilets is clean, fresh and will impress the public in terms of appearance, maintenance, repairs and first impression.
- Work closely with the Director of Golf and the Senior Ground staff to ensure that the level of service to the customer on the pitches, driving range, golf course, car parks and any other facilities is of the highest standard.
- Develop systems and procedures with other key staff to ensure that all customers using the facilities are doing so in accordance with health and safety procedures, risk assessments and that they are legitimate users.
- All staff should set the highest standard of appearance, communication and professionalism when always dealing with customers and other staff but particularly in public areas.
- It is the Manager's job to set the standard and ensure that he/she is not let down by the team.

CUSTOMER SERVICE

- Ensure that stock levels are sufficient and well presented to encourage and maximise secondary spend.
- Working with the team, ensure that the booking system and bay management system is utilised correctly and that all users see it as clear and concise, easy to use and functioning correctly.
- Record information on usage and use this to improve provision of activities to cope with fluctuations in demand to maximise the return on investment.
- Be responsible for the handling of complaints and accidents and act accordingly to make continuous improvements.
- You will be tasked with ensuring that all customers receive excellent service, and you will implement procedures to motivate staff to go above and beyond expectations with every customer.

PROMOTION

- You will work closely with the Sales & Marketing team as well as other managers to ensure that we exploit every opportunity to grow the business.
- In conjunction with others in the organisation you will be responsible for ensuring that we promote the services and facilities to the correct markets in a timely and enthusiastic way.
- You will utilise social media platforms with a mix of paid for and content driven promotions.
- You will prioritise activities which generate the greatest return and you will identify and target the correct user groups to develop a creative and meaningful social media campaign to raise awareness and promote the use of all facilities, events and activities.
- Ensure that all promotional material is professional, well presented, creative and up to date.
- Advertise and promote the Complex to increase usage to local sports clubs, community groups, schools, corporate organisations and existing and lapsed users as well as building awareness of the interactive Driving Range to golf visitors from all over Northern Ireland.

HEALTH & SAFETY

- Adhere to all Health & Safety regulations including conducting and maintaining risk assessments and any incident logs.
- Deal with any issues that may arise relating to Health and Safety on the boundary of the complex as well as with the actual facilities.
- Carry out Health and Safety checks on equipment and plant, arrange for any maintenance or repairs to be carried out in a timely manner to ensure that the perception of care and attention is conveyed to everyone who visits the Complex.
- Implement a system of checklists for regular cleaning and maintenance of all areas, ensuring that all staff carry out their duties and obligations and conduct regular checks and inspections on all public and staff facilities.
- By working with the Finance Manager, ensure the Complex has adequate insurance cover for premises, all activities, equipment etc.

COMMUNICATION

- Lead the Colin Glen Leisure team ensuring that all staff are up to date with the developments and the standard of service expected.
- Listen to the staff concerns and address these with the staff in a positive and motivational way.
- At all times ensure that staff are familiar with the staff handbook and ensure that grievance and disciplinary procedures are followed robustly and consistently.
- Team management to include recruitment, selection, development, training, performance management and succession planning.
- To prepare and present regular reports to the Management Team and Board.
- Networking and representing Colin Glen Leisure as required.
- Any other duties that may be required by the CEO, particularly involvement in any capital development as required.

SUMMARY OF KEY RESPONSIBILITIES

- To provide a highly utilised, quality service to a diverse range of user groups in a safe environment where customers can expect the highest level of customer service.
- Ensuring that the financial performance of the business meets the targets and to develop and implement means of business improvement.
- To assist with the development of a programme of activities which is responsive, ensures profitability and adapts to changing trends.
- To undertake other duties commensurate with the status of the post as required by the CEO.
- To work closely and ensure open and timely communication with other key people in the organisation.

PERSONNEL SPECIFICATION

Eligibility Criteria

QUALIFICATIONS AND SKILLS

Appropriate third level education along with proven experience and expertise. Equivalent levels of experience will be considered in the absence of a third level qualification. Training opportunities will be provided and the postholder will be expected to participate in any approved training.

EXPERIENCE

Applicants must also be able to demonstrate, by providing personal and specific examples on the application form, that they have at least 3 years' experience in each of the following:

If shortlisting is required, the 3 years' experience above will be increased incrementally up to a maximum of 5 years for (i) to (iv)

- (i) Business / Managerial skills
- (ii) Sales & Marketing
- (iii) Leadership and Team working skills
- (iv) Financial and budgetary management
- (v) Customer relationship management

Applicants must also possess the following skills and attributes which will be assessed at interview:

1. Well-developed interpersonal and communication skills
2. Excellent organisational and planning skills
3. Proficiency in IT in particular Microsoft applications
4. Ability to demonstrate good analytical and problem-solving skills

It is also desirable that the successful candidate can demonstrate:

- Experience using a Customer Relationship Management System
- Compiling sales analysis reports and presenting to staff and management
- Generating and implementing content for social media
- Compiling, Managing and fulfilling staff rotas
- Worked in a target driven sales environment

Applicants must have a full clean driving licence, which enables the holder to drive in Northern Ireland, and have use of a car for work purposes. This will be required to enable the applicant to meet the requirements of the post.

Please Note: - Only those applicants, who appear, from the information available, to be most suitable in terms of relevant experience and ability, will be invited to interview. It is therefore essential that you fully describe how you meet the experience and qualities sought. It is not appropriate simply to list the various posts that you have held. Assumptions will not be made from the title of your posting(s) as to the skills and experience you may, or may not, have gained.

Applications which do not provide the necessary detailed information in relation to each of the stated criteria will be rejected.

APPOINTMENT

- The post is subject to a six-month probation period which may be extended.
- The above post will be filled on a permanent basis.
- Salary is negotiable.
- In addition to the usual public, there will be an annual leave allowance of 20 days.
- The normal working week is 40 hours; this includes meal breaks which are unpaid. However, as part of the normal contract of employment, appointees will be required to work variable hours, which will usually mean working shifts into late evenings, at weekends and on public holidays.

NOTICE

- Three months' notice in writing from either the employee or the employer unless in exceptional circumstances where the decision will be taken by the Board of Directors.

GENERAL INFORMATION

- Colin Glen Trust is committed to equality of opportunity in employment and welcomes applications from all suitable qualified candidates irrespective of religious belief, gender, disability, race, political opinion, age, marital status, sexual orientation or whether they have dependants. All applications for employment will be considered on the basis of merit.

THIS MEMORANDUM SHOULD NOT BE TAKEN AS CONSTITUTING CONDITIONS OF EMPLOYMENT.