

<b>Job Title:</b>	<b>General Manager</b>	<b>Position Type</b>	Full time ; Permanent
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**Job Description**  
**Responsible to: Linen Mills Studio Executive Directors**  
**Responsible For: Senior Management Team**

LINEN MILL STUDIOS, LOCATED IN BANBRIDGE NORTHERN IRELAND, OWNS AND OPERATES THE GAME OF THRONES STUDIO TOUR. THE GAME OF THRONES STUDIO TOUR OFFERS A SUPERLATIVE INTERACTIVE EXPERIENCE. ALL COLLEAGUES ARE RESPONSIBLE FOR ADDING POSITIVELY TO THE GUEST EXPERIENCE AND TO MEETING OUR MISSION, VISION AND VALUES. THIS IS AN OPPORTUNITY TO JOIN AND LEAD A COMMITTED TEAM AT THE GROWTH STAGE OF AN AMBITIOUS ORGANISATION. WE WELCOME PEOPLE WHO WILL JOIN US IN WORKING FLEXIBLY, BEING CHEERFUL AND ENSURING OUR GUESTS ARE ENCHANTED.

**ROLE SUMMARY:**

**OVERALL PURPOSE OF THE JOB: TO LEAD THE DEVELOPMENT AND DELIVERY OF A WORLD-CLASS TOURISM VENUE THROUGH ENGAGING AND INSPIRING A TEAM AND ENACTING AND INFORMING AN AGREED STRATEGIC VISION. ULTIMATELY THE GENERAL MANAGER WILL BE PIVOTAL IN ENSURING THE GAMES OF THRONES STUDIO TOUR IS A ‘MUST SEE MUST DO’ VISITOR ATTRACTION ON THE ISLAND OF IRELAND.**

**THE ROLEHOLDER WILL DEVELOP AND AGREE A STRATEGY FOR THE OVERALL BUSINESS, ENSURING ALL LEGAL, BEST PRACTICE AND ORGANISATIONAL REQUIREMENTS ARE MET AND THAT THE ORGANISATION OPERATES AT THE HIGHEST LEVEL OF EXCELLENCE AND GUEST EXPERIENCE. TO AGREE AND MEET AN ANNUAL OPERATING PLAN AND DELIVER ASSOCIATED POLICIES AND PROCEDURES. THIS WILL ENCOMPASS UNDERTAKING EFFECTIVE RISK ASSESSMENT AND MITIGATION AROUND ALL KEY ASPECTS OF ORGANISATIONAL DELIVERY.**

**ACCOUNTABILITIES:**

**OVERVIEW AND STRATEGY**

- To develop robust relationships with global tourism industry stakeholders to ensure that the Game of Thrones Studio Tour meets the expectations of the guests, with appropriate infrastructure to maximise guest experience from first engagement through to post visit offerings.
- To lead and report on the development, implementation, maintenance and review of appropriate systems and processes to ensure the commercial and strategic objectives and targets are achieved.
- To be responsible for embedding a commercial, customer service focussed approach to all business processes and activities.
- To report on performance as required to ensure that budget targets are met, that revenue flows are maximised and that costs are controlled appropriately.
- To encourage and ensure a continuous improvement ethos with staff through the development of a culture of business excellence and application of performance indicators and service standards.
- To oversee the development and implementation of appropriate quality, accreditation and continuous improvement initiatives in order to deliver significant, tangible and sustainable service improvements and efficiencies.
- To produce reports and key performance information/indicators as required by the Executive Directors.

**DELIVERY**

- To develop in collaboration with the Executive Directors, the P&L including financial planning and budgetary objectives, agreeing allocated budget estimates and contributing to the development of pricing and income targets for commercial activity in line with Licensor Linen Mill Studios Board expectations.

- To develop additional revenue streams, including identifying and exploiting opportunities that may arise with regards to seasonal, themed, sublicensed or corporate event offerings.
- To agree and monitor revenue targets for the business and to set and report on agreed key performance indicators, taking action as required to meet the targets.
- To develop, implement and review an annual operating plan and associated budgets, policies and procedures approved by the Executive Directors, ensuring that the requirements under the license agreement with the Licensor are met.
- To embed a managed risk approach with timely decision making and administration.
- To support our commercial operation through the development of new products and initiatives, to create competitive advantage and to ensure value for money.
- To ensure that effective contract management is in place in relation to operational delivery, to monitor performance against key targets and to ensure all procurement activities provide value for money, deliver to business plan objectives and comply with corporate procurement policies and procedures.
- To proactively build, maintain and manage strong and dynamic collaborative working relationships with outsourced service providers, partners and clients ensuring they provide an economic, efficient and effective service.
- To oversee the maintenance of the facilities, tracking building upkeep, managing long- and short-term improvements and repairs as required.
- Utilize, manage and oversee the IT Infrastructure requirements in place with an aim to ensure that the infrastructure is efficient and value for money.

#### **LEADERSHIP**

- To create a positive culture, where staff are energised about and committed to the Game of Thrones Studio Tour and the opportunity to invite visitors to experience it.
- To drive an ethos of ownership and continuous improvement across the teams.
- To create positive external relationships with key business partners and wider stakeholders to ensure the effective delivery of corporate objectives generating a positive image for Linen Mill Studios.
- To protect the brand image and intellectual property of Linen Mill Studios, HBO and Game of Thrones at all times.

#### **RISK MANAGEMENT AND SECURITY**

- To assist in identifying security and safety vulnerabilities and ensuring these are addressed and mitigated, liaising with Security and/or Facilities colleagues as required.
- To ensure all operational colleagues and third party service providers are familiar with and comply fully with regulatory, organisational and best practice requirements to observe safety and security at the highest level
- To manage third party suppliers or vendors through management of contractual obligations and performance management.
- To oversee the implementation of emergency evacuation procedures as required and ensure that all Health and Safety Legislation and Best Practice is adhered to without fail.
- To ensure compliance with all policies, financial and procurement procedures and to effectively manage all risks including the safety of employees, customers and contractors in accordance with statutory obligations and relevant health and safety policies.
- To monitor budgets, control costs and make appropriate savings where possible without jeopardising safety, security and standards.
- To ensure the service model supports long term needs and strategy of the organisation.

**DEVELOPMENT**

- To implement and further develop efficient processes, systems and controls for the organisation as appropriate.
- To ensure compliance with all policies and financial and procurement procedures throughout.
- To utilise experience and knowledge to input to the team regarding the flow, quality assurance and aesthetics of the tour, confirming all decisions with the Executive Directors.
- To utilise experience and knowledge during negotiation and implementation of contractual services including facilities management, security, catering and any other such services that arise.
- To engage with media bodies where necessary to positively represent the values of Linen Mill Studios and the Licensor.
- To engage and manage third party providers to ensure their effective utilisation as a resource.

**IN HOUSE TRAINING**

- To communicate the strategy and ethos across all disciplines in the organisation to support us in developing a continuously improvement mindset in relation to individual performance, achieve/exceed strategic and operational objectives/targets and guest satisfaction.
- To ensure team members are adequately resourced trained, qualified and informed to provide 'best in class' performance levels.

**PEOPLE**

- To comply with and ensure there is sufficient understanding of human resource policies, procedures and practices across the team.
- To maintain a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations.
- To contribute to and comply with a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conduct performance reviews as required.
- To coach and mentor staff as appropriate to improve performance.

**SENIOR MANAGEMENT TEAM LIAISON**

- To contribute to cohesion and effective coordination across the organisation, driving understanding of the contribution and value-add provided by all functions.
- To liaise in a collaborative way across departments with an emphasis on innovation, effective communication and meeting overall business strategy needs.

**OTHER**

- To carry out any other related duties that may reasonably be expected from time to time.

**Overview: skills and experience**

- A proven track record with at least 5 years' experience of delivering on strategic and operational objectives and targets for a venue, preferably in the hospitality/tourism or conferencing/exhibitions sector with evidence of successfully contributing as a key decision maker.
- Management of a large scale venue.

- Planning, coordination and execution of an audience/visitor experience.
- Significant contract management experience, including the appointment and negotiation of service providers.
- Demonstrable experience of process development, implementation and process improvement.
- Demonstrable experience of developing and leading a multi-faceted team.
- Significant budgetary management experience of £2m per year or more and meeting financial targets, including managing profit and loss accounts and meeting financial targets.
- Proven track record of efficiently managing a wide stakeholder base.
- Managing and motivating a multidisciplinary team of 20 or more employees in accordance with the principles of performance management and personal development.
- Strong understanding and awareness of appropriate Health and Safety Legislation.
- A proven track record of delivering large scale projects on time and in budget.
- Demonstrable experience of managing a ticketing system will be advantageous but not essential.
- A third level degree in a relevant subject, such as Event Management, Facilities Management, Hospitality Management or Business Management, or equivalent qualification will be advantageous but not essential.

<b>Primary Liaison, External:</b>	<b>Industry Influencers; Tourism Ireland; Tourism Northern Ireland; Third party vendors and contractors; Local Governmental authorities; Central Governmental authorities; Community Groups; Media; Outsourced providers, Licensor</b>		
<b>Primary Liaison, Internal:</b>	<b>Executive Directors; Function Heads; Senior Management Team.</b>		
Reviewed By:	Emma Bohill	Date:	September 1, 2020