

## **JOB DESCRIPTION**

**Job Title:** General Manager

**Reporting to:** Operational Manager

**Place of Work:** York SU Student Centre, James College, Newton Way, York, YO10 5DD

### **General Manager Job Description**

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#### **Purpose of Role**

The purpose of the General Manager (GM) role is to provide senior leadership and operational stability across a group of venues, bridging the gap between site-level management and departmental oversight. Through a mix of strategic planning and hands-on leadership, the GM ensures that service standards and working practices are consistent and professional across all locations.

The primary function of this role is to lead the strategic development of the venues within your responsibility, ensuring they evolve to meet the ever-changing needs of the student population. You will be tasked with harmonising the organisation's charitable mission, creating exceptional, inclusive experiences for students on campus, with the necessity of achieving core financial goals. By balancing these dual priorities, you will ensure that each venue operates as a vibrant community hub while remaining a commercially sustainable and profitable asset to the students' union.

A key part of the role is mentoring and developing managers, shift leaders and team members within your venue, building a strong pipeline of future leaders through coaching and identifying skills gaps. The GM also provides senior operational cover when needed, reducing risk during periods of absence and supporting the Operations Manager where required. With responsibility for financial oversight, legal compliance and people development, the GM helps ensure the commercial activities of the students' union remain resilient, profitable and ethically run.

You will work closely with Training Managers to develop and deliver effective training programmes, and with your line manager to shape financial planning and long-term venue development. You will also work with Commercial Services, Events, Marketing and Communications to ensure venue activity supports wider organisational goals and contributes to the success of the students' union.

In this role, you will lead the professional development of your team, spending time on the floor to model standards while using administrative time to address financial and operational matters. You will move between business planning and day-to-day service leadership, maintaining oversight of your venues' performance. In return, the role offers autonomy, influence over talent development and the opportunity to connect frontline operations with wider organisational strategy.

This role carries a high degree of autonomy, allowing you to shape your working schedule in line with business needs and priorities. However, due to the natural trading rhythms of the venues, there are fixed expectations around availability. In particular, Sundays and Mondays are core working days for this role.

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#### **Key Tasks**

##### **People Leadership Team Development**

- Lead, mentor and develop managers, shift leaders and team members, building management capability and creating a clear succession pipeline.
- Conduct appraisals and personal development planning for direct reports, identifying skills gaps and supporting progression.
- Work in partnership with Training Managers to develop and embed effective training programmes across venues.
- Support managers in workforce planning, rota oversight and resource deployment to maintain service levels and labour budgets.

- Oversee performance management processes, including absence management, conduct matters and employee relations issues were escalated.
- Set the benchmark for leadership, driving improvements in organisational culture.
- Promote a safe, inclusive and positive working environment for all staff and members.

### **Operational Standards**

- Ensure through direct and indirect leadership that the service, product quality and venue presentation are consistent and aligned with organisational standards.
- Maintain visibility within venues through regular on-floor presence, modelling expected behaviours and standards.
- Oversee planned maintenance, health and safety compliance, and licensing requirements across the venue cluster.
- Monitor operational audits and implement corrective actions where required.

### **Financial & Commercial Management**

- Oversee financial performance across the venue cluster, ensuring budgets are achieved and margins protected.
- Maintain stock control systems, wastage, labour costs and purchasing practices to ensure efficiency.
- Support pricing strategy, sales planning and promotional activity in collaboration with the Commercial Director and relevant teams.
- Analyse financial reports and KPIs, taking corrective action where performance falls below target.
- Ensure ethical and environmentally responsible purchasing and operational practices.

### **Governance & Compliance**

- Ensure all venues operate in line with legal, financial and organisational policies.
- Maintain accountability for health and safety, licensing, risk management and audit compliance across the venue cluster.
- Embed a culture of accountability and compliance within the management team.

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In addition to the key responsibilities outlined above, you will be asked to contribute and assist with:

- Annual pricing reviews for both students and events.
- Development of internal systems used by Commercial Services
- Development of menu concepts and product strategy
- Events planning for all York SU and CS key events.

You will also monitor and ensure the completion of the following by your direct reports:

- Appraisals and coffee chats are held regularly with all team members to ensure continued team development.
- Training programs are created and completed for all CS team members at all levels.
- All team members have probationary objectives set, monitored and completed

### **General Notes**

- **Agility & Evolution:** This job description reflects our current focus, but it isn't static. The role will evolve at the organisation's pace, pivoting as needed to align with new strategic direction and duties that align with the union's priorities.
- **Professional Growth:** You'll maintain a Personal Development Plan and engage in training, meetings, or conferences that keep your skills sharp and relevant to the Union's mission.
- **Operational Excellence:** You will carry out your work in line with the Union's constitution, Staff Handbook, and employee policies, maintaining high standards of integrity and professionalism.
- **Key Events:** This role goes beyond the day-to-day; you'll be hands-on during the Union's busiest and most exciting times, such as Welcome Fair, Summer Balls, and elections, to ensure we deliver an exceptional experience for every student.
- **Inclusion & Empowerment:** You will champion an inclusive culture that celebrates diversity and ensures students feel empowered to shape their Union.
- **Sustainability:** You'll actively support and uphold our environmental and sustainability goals through consistent good practice.
- **Democratic Ethos:** You will work within and promote the student-led, democratic spirit that defines York SU.

Requirements	Essential	Desirable
<b>Qualifications &amp; Experience</b>		
Significant management experience within hospitality, catering, retail or multi-site customer service environments	x	
Proven experience leading and developing managers, including performance management and succession planning	x	
Demonstrable experience of budget management and full P&L accountability	x	
Experience analysing financial reports and KPIs to drive performance improvement	x	
Experience of workforce planning, rota oversight and labour cost control	x	
Strong understanding of licensing objectives, health & safety, food safety and allergen management	x	
Experience overseeing compliance, audits and risk management processes	x	
Experience working in a student union, higher education, membership or not-for-profit environment		x
Personal Licence holder (required by can be attained in post)	x	
Experience contributing to pricing strategy, menu development or commercial product planning		x
Experience supporting large-scale events or venue-based event delivery		x
Food Hygiene level 3 (required by can be attained in post)	x	
Educated to A level or equivalent level qualifications	x	
<b>Knowledge &amp; Skills</b>		
Ability to lead through others and effect sustainable change across multiple teams and locations	x	
Strong strategic planning skills, balancing long-term development with day-to-day operational delivery	x	
Ability to interpret financial data and translate insight into operational action	x	
Strong commercial awareness with the ability to protect margins while maintaining service quality	x	
Skilled in mentoring, coaching and developing management capability	x	
Ability to manage multiple stakeholders with differing priorities in a complex environment		x
Ability to respond effectively to changing operational demands within a university trading calendar		x
Understanding of how commercial operations contribute to student welfare, safety and wider organisational objectives		x
Knowledge of ethical procurement and environmentally responsible operational practices		x
<b>Personal Attributes</b>		
Visible and hands-on leadership style, modelling high standards during service	x	
Calm, resilient and solution-focused under pressure	x	
Strong interpersonal skills with the ability to build credibility at all levels	x	
Highly organised with strong attention to detail and governance compliance	x	
Collaborative and able to work effectively across departments and with external partners	x	
Inclusive leadership style that promotes a safe and positive working environment	x	
Proactive, accountable and comfortable operating with a high degree of autonomy	x	

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Knowledge of ethical procurement and environmentally responsible operational practices		x
Commitment to ethical, inclusive and environmentally responsible business practices	x	