

JOB DESCRIPTION

Job Title:	General Manager
Reporting to:	The Chairman of the Board of Trustees of King Edward VI School
Location:	Shakespeare's Schoolroom & Guildhall, Stratford upon Avon
Responsible for:	The Leadership, Management and Development of Shakespeare's Schoolroom & Guildhall

Job Purpose:

Leadership of Shakespeare's Schoolroom & Guildhall, a heritage site of international significance. Accountable for delivering excellent visitor experiences and for developing a sustainable operating model of visitor and revenue growth.

Key Responsibilities:

Strategic Delivery

- Developing and delivering the organisation's business plan.
- Delivering sustainable growth in audience engagement and operating performance.
- Leading the on-going monitoring, review of, and performance against, the agreed plan.
- Effectively engaging with all of Shakespeare's Schoolroom & Guildhall's stakeholders on its overall strategic direction.

Performance

- Developing and achieving performance targets for Shakespeare's Schoolroom & Guildhall, agreed with the Trustees, primarily regarding: audience numbers; participation and engagement; visitor satisfaction & value for money; and income & expenditure.

Financial Responsibilities

- To be responsible for and control all aspects of the finances and business planning.
- To establish, monitor and control the financial policies and procedures of Shakespeare's Schoolroom & Guildhall.
- To prepare annual budgets for approval by the Board.
- Ensure that expenditure is maintained within approved budgets.
- Ensure that financial reporting is delivered to the standards required by the Charity Commission, Companies House and the Board of Trustees.

Managing Risk

- To be responsible for ensuring that risks are assessed, managed, mitigated and reported, as appropriate, to the Board of Trustees.

People

- Responsible for three direct reports, two Visitor Experience Supervisors and the Marketing and Development manager.

- To lead, motivate and harness the expertise of the wider team of twenty staff and thirty volunteers in pursuit of stated ambitions.
- To ensure that all staff and volunteers have the appropriate skills and experience to contribute to delivering the Organisation's objectives.
- To ensure that Shakespeare's Schoolroom & Guildhall is compliant with all legislation relating to staff and volunteer welfare and human resources matters.

Governance

- To ensure that the Board of Trustees has at its disposal sufficient resources, guidance and professional advice on matters concerning compliance with its governing instruments, the law and the need to remain solvent.

Marketing, Corporate Communications and Audience Development

- With the Marketing & Business Development Manager develop and lead the implementation of cost effective and integrated communications and audience development strategy which:
 - Results in raising the profile and building the reputation of Shakespeare's Schoolroom & Guildhall
 - Drives visitors growth and increases access for a wide range of audiences
- With the Marketing & Business Development Manager establish the Travel Trade and Group Travel sectors as a significant channel to market for Shakespeare's Schoolroom & Guildhall

Commercial & Development

- To encourage an innovative and proactive approach to the commercial activities of Shakespeare's Schoolroom & Guildhall and capitalise on opportunities for maximising commercial gain.
- To investigate and propose methods of increasing income from non-primary funding sources (i.e. not ticket related)

Operations

- To deliver memorable visitor experiences by achieving operational excellence at Shakespeare's Schoolroom & Guildhall.
- To manage the admissions ticketing system and monitor sales.
- To manage the retail operation, overseeing the purchase of stock and monitoring sales.
- To ensure that all visitor services within the building run smoothly, including information provision, visitor flow management, cleaning and liaison with outside contractors.
- To recruit, train and manage volunteers.
- To share weekend Duty Manager responsibilities as required.
- To ensure the protection of Shakespeare's Schoolroom & Guildhall's reputation through appropriate compliance with fire, security, Health and Safety, and emergency policies.

Learning

- To develop and deliver both formal and informal learning programs.
- To create and maintain partnerships at a national and international level for primary, secondary and tertiary education ensuring the learning offer at Shakespeare's Schoolroom & Guildhall is dynamic and central to the offer.

- To liaise with relevant third party organisations (such as the Shakespeare Birthplace Trust) to coordinate the provision of learning activities within the building.

Events & Exhibitions

- To grow and develop Shakespeare’s Schoolroom & Guildhall as an events and exhibitions venue, increasing the profile and awareness of Shakespeare’s Schoolroom & Guildhall and growing its audiences and returns on investment.
- To liaise with and support the requirements of any event organisers hiring the building for functions or special events.

Key Working Relationships and Communications:

Internal:

Chair
Board of Trustees
All staff and volunteers
KES Headmaster
KES Bursar

External:

Local and National Government Officers
Funding Bodies
Tourism Organisations *e.g. Visit Britain & Visit England & Shakespeare’s England*
Cultural Sector Organisations
Learning/educational organisations
Travel trade & Group Travel companies

Desired Skills, Knowledge & Experience

- Experience of leading and managing cultural heritage organisations
- Experience of developing and delivering growth KPI’s sustainably.
- Experience and application of managing budgets and funding streams in the public and charity sector

Shakespeare’s Schoolroom & Guildhall retains the right as a condition of your employment to require you to undertake such other duties as may be expected of you in the post mentioned above, or in a similar post within the Shakespeare’s Schoolroom & Guildhall.

This job description and person specification was prepared in January 2017 and may be amended in light of changing circumstances following discussion with the post holder.