

JOB DESCRIPTION

Post Title:	General Manager Beccles Public Hall & Theatre (the Hall)
Reports to:	BLL Managing Director
Accountable to:	BLL Board of Trustees
Hours:	37 per week
Salary:	c£30,000- £35,000 per annum, dependent on skills and experience.

ORGANISATION

Beccles Lido Limited (BLL) is a charitable trust operating leisure, arts and recreation facilities and services to visitors and residents of Beccles.

It currently operates three facilities:

- Beccles Lido
- Beccles Public Hall & Theatre
- Big Dog Ferry

BLL explores opportunities for growth that will contribute to its charitable objectives, whilst improving its long-term financial sustainability.

VALUES AND STRATEGIC GOALS

1. To ensure the long-term financial stability of BLL through a mix of income generation, donations, and grant funding.
2. Creation of a space for the local community which provides a diverse range of entertainment offerings and cultural enrichment.
3. We aim to be inclusive, welcoming to all and to provide a diverse programme of activities that will appeal to all.

KEY WORKING RELATIONSHIPS

- BLL Managing Director
- BLL Board of Trustees, staff and volunteers
- BLL Finance Director, Bookkeeper and External Accountants
- Hall customers, users and visiting artists.
- Beccles Town Council, East Suffolk Council and Suffolk County Council – councillors and other key contacts
- Local business, community leaders, current and potential funders
- Governmental contacts including local politicians.
- Local, regional and national media organisations
- Local and regional arts organisations

ROLE SUMMARY

The General Manager is the key leadership position for the management and strategic development of Beccles Public Hall & Theatre and is responsible for securing a strong and sustainable future for the venue.

The General Manager is responsible for the leadership, management, and development of employees and volunteers and will lead the team to ensure there is exceptional strategic and operational delivery, creating the vision for success and monitoring the outcomes that will ensure the Hall's place as a key provider in the local arts and leisure sector.

The General Manager will lead the development of the venue ensuring the adherence to strategic commitments developed with the BLL Managing Director and BLL Board of Trustees.

SPECIFIC DUTIES AND RESPONSIBILITIES

Programme Development and Management

- Coordination of the annual programming of events for the Hall (up to 2 years in advance), covering a wide range of genres and activities.
- Negotiation of commercially appropriate deals for events
- Responsible for ensuring best value for the Hall in its relations with artists / hirers re royalties, contra charges, venue services, riders, PRS payments and commissions.
- Liaison with artists, artists management and other hirers to confirm event details (dates / commercial arrangements).
- Maintenance of appropriate documentation to support all event bookings.
- Production and on-going maintenance of accurate ticket sales data to understand trends by performance types / dates etc – for use when developing the artistic programme and shaping the marketing strategy.

Events Management

- Oversee the management of staffing (paid staff and volunteers), required to run events (covering front of House, box office and bar)
- Oversee the setup of the Hall for each event.

Marketing and Public Relations

- Coordination of the printing and distribution of brochures, leaflets, posters etc.
- Oversight of the maintenance and update of the Hall website.
- Function as the main spokesperson for the Hall when required.

Operational Management

- Maintenance and on-going review/ update of critical operating policies and procedures (Quality, Health and Safety, Safeguarding, licensing, GDPR etc) required to run the Hall.
- Ongoing assessment and management of reputational and operational risks associated with the Hall.
- Ensure that the Hall is kept clean, tidy and fit for purpose.
- Responsible for the ongoing building maintenance programme (in conjunction with the Board of Trustees for major projects).

Financial Management

- Ensure compliance with best practice, statute and regulatory requirements in all financial matters.
- Ultimate responsibility for the weekly, monthly and annual reporting processes for the Hall and its Trading Company.
- Oversee the day-to-day financial procedures, ensuring efficiency and accuracy of financial records.
- Development of the annual budget (& re-forecast when required), which will sustainably deliver the artistic vision for the Hall.
- Responsible for overseeing any claims made re Theatre Tax relief and claims made for any other government-funded opportunities.
- Lead contact for the ongoing monitoring of the VAT status of the Hall and its trading company
- Identification and implementation, of ways to operate most cost efficiently.

Communication and relationships

- Responsible for identifying and maintaining positive working relationships with the relevant key stakeholders.
- Develop trust and strong working relationships with current and potential strategic partners including promoting understanding and demonstrating the advantages of BLL as a charity.

- Establish effective working relationships and networks with local and regional arts organisations.
- Develop alliances and partnership arrangements with community groups to support the strategic aims of the Hall and BLL

Strategy, Leadership and Growth

- Attend the Board meetings with the BLL Board of Trustees to report back on Hall performance.
- Provide the BLL Board of Trustees with all relevant information required for them to fulfil their responsibilities as trustees.
- Work with MD/Board of Trustees to develop and promote BLL's vision, values and aims.
- Lead strategy for the Hall, ensuring there is an appropriate balance between being a socially focused charitable organisation whilst recognising the need to be commercially viable.
- Lead on the expansion project for the Hall currently in progress.
- Responsible for leading and developing the team including monitoring performance against objectives.
- Develop and champion the short, medium and long term Business Plan for the Hall.
- Lead the development of new business and funding opportunities.
- Production of a Fundraising Strategy together with being the lead on the exploration of all philanthropy and grant funding opportunities

PERSON SPECIFICATION		
Post Title:	General Manager	
EXPERIENCE		ASSESSMENT METHOD
ESSENTIAL	DESIRABLE	Application Form Selection process
<ul style="list-style-type: none"> • Understanding of the local arts and leisure sector • Successfully developing, leading and implementing business strategy, including delivery of performance targets. • Leadership role within an arts organisation or leading an area of leisure and/recreation operations that included performance-based activities. • Track record of building and maintaining successful relationships and partnerships with internal and external stakeholders • Experience of developing and managing organisational, team and individual performance including volunteers • Significant achievement in fundraising and delivering a mixed commercial/funded business model. • Experience of programming artists / events for an arts venue. 	<ul style="list-style-type: none"> • Leading bids/tenders • Designing and leading the implementation of development projects • Existing networks with senior leaders in relevant organisations • Delivering theatre productions and arts projects • Significant achievement in the development of community projects 	
SKILLS AND KNOWLEDGE		ASSESSMENT METHOD
ESSENTIAL	DESIRABLE	Application Form Selection process
<ul style="list-style-type: none"> • Knowledge of the value and importance of equality, diversity and inclusion for all aspects of BLL's activities. • Excellent verbal and written skills; able to communicate at all levels; with peers and leaders externally and internally, with service users, staff individually and as a workforce - adapting approach to maximise engagement. • Strong commercial and business acumen, commercially astute with a proven track record of pragmatic decision making. • Ability to build productive relationships both internally and with a wide range of diverse stakeholders. • Strong financial and analytical skills 	<ul style="list-style-type: none"> • Knowledge of the current artistic and economic trends within the arts and leisure sector • Ability to lead the development of a Digital Programme and maximise the use of technology. • Awareness of VAT partial exemption rules • A good knowledge of the code of conduct for venues and producers 	
PERSONAL ATTRIBUTES		ASSESSMENT METHOD
ESSENTIAL	DESIRABLE	Interview

<ul style="list-style-type: none"> • Commitment to the aims and values of BLL and leading a community focused organisation. • Conveys a positive and inspirational dynamic leadership style that ‘takes people with them,’ maximising motivational opportunity in challenging circumstances. • Exceptionally resilient, operates with the highest standards of conduct and integrity both internally and externally, and is credible with all staff, shareholders and stakeholders to ensure optimal use of available resources. • Results focussed with ability to performance manage, be held to account and be able to hold others to account. • Strongly driven and looks for continual improvement. • Ability to facilitate change and manage risk. • Flexibility in relation to work patterns as the role will require some evening and weekend work. 		<p>Practical Assessment</p>
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