



## Creating smiles through food, farming and family

### Job Description

<b>Job Details</b>	
<b>Job Title</b>	<b>General Manager (Fielding Cottage Ltd and Fielding Cottage Leisure)</b>
<b>Department</b>	<b>Management Team</b>
<b>Reports to</b>	<b>The Owner</b>
<b>Date</b>	<b>May 2022</b>
<b>Job Purpose</b>	
<ul style="list-style-type: none"> <li>❖ Responsible for leading the team in order to make sure that the business operates in accordance with its' values and goals to achieve its' vision and mission (see separate document).</li> <li>❖ Overall responsibility for all business operations across Fielding Cottage Limited (The Goat Shed Farm Shop &amp; Kitchen and goats milk skin care) and Fielding Cottage Leisure (holiday cottages). This requires an expert communicator with a strong ability to delegate responsibilities and collaborate across varying departments</li> <li>❖ On a daily basis, to promote the goals of the business while working towards delivering the annual budget including sales, margins and costs and overheads.</li> </ul>	
<b>Key responsibilities</b>	
<ul style="list-style-type: none"> <li>• Contributing to the growth and development of Fielding Cottage brands (including The Goat Shed, Norfolk holidays, and goats milk skin care), further cementing these businesses as innovative trail blazers, within the industry.</li> <li>• Supervising departmental heads including hiring, training and managing the performance of this team, helping to create a dynamic working environment</li> <li>• Assisting departmental heads with hiring, training and managing the performance of their teams</li> <li>• Developing, maintaining and reporting against agreed budgets.</li> <li>• Planning, coordinating and managing all business operations to achieve business goals in line with agreed budgets</li> <li>• Evaluating current business processes and systems, making the best use of resources and continually improving what we do</li> <li>• Delivering exceptional customer service, including overseeing the overall atmosphere of The Goat Shed and the holiday cottages</li> <li>• Report on business performance to the owner</li> <li>• Approving and leading an annual marketing plan including seasonal projects, with the aim of enhancing customer loyalty whilst also continually attracting new customers</li> <li>• Aiding the Owner in premises maintenance and compliance with relevant legal and regulatory obligations.</li> <li>• Be an ambassador for the business, participating in and leveraging relevant networks</li> <li>• Playing an active role on the shop floor.</li> </ul>	

- Keeping up to date with retail, hospitality and leisure trends and identifying opportunities for business development.
- Coordinate the development of key performance goals for each department and department heads
- Evaluate and advise upon key investments in equipment, infrastructure and talent
- Provide solutions to issues which may arise

#### **Knowledge, Skills, Qualifications and Experience**

- Management experience in the retail, hospitality and/or leisure sectors is essential
- Professional qualification in retail, hospitality or leisure management is desirable
- Experienced people manager
- Knowledge of EPOS systems is an advantage
- Commercially astute, results driven leader with excellent people skills
- Experienced in using management information and able to develop and interpret financial and performance reports and budgets
- Experience of growing a new or young business is desirable
- Leads by example, setting high standards and holding others to account
- Genuine enthusiasm for helping to develop our unique brand and customer experience
- Experience of working within current legislation and regulations
- Strategic thinker with good commercial acumen
- Exceptional attention to detail when delivering information

#### **Behavioural Competencies**

- Ability to inspire and motivate a team
- Results focused, organised and dynamic
- Passionate about customer service
- Problem-solver
- Flexible, adaptable, can-do attitude
- Interested in continuous improvement
- Willing to go above and beyond to achieve desired results
- Pacey, with attention to detail and a commitment to quality
- A genuine understanding of and commitment to Fielding Cottage's Vision, Mission and Values.
- Ability to effectively build relationships with a diverse range of people
- Ability to adapt to change and to think innovatively to problem solve

#### **Other**

The above are the principle tasks and responsibilities of the post at the present time. However, this is not an exhaustive list and other duties may be required now or at a future date in order to comply with the operational demands of the business. In addition it is expected that the job holder will undertake any reasonable additional tasks within the scope of the post as requested by their superior.