

General Manager of Hospitality

Background

Sarum College, set in Salisbury's beautiful Cathedral Close, seeks an entrepreneur to lead our hospitality team, drive growth and build on our excellent reputation for high customer care standards.

The College offers a very special experience for visitors and is among the city's top venues for B&B, meetings and conferences with an excellent reputation for high customer care standards. Grade-1 listed buildings at 19 The Close have 52 bedrooms, six meeting rooms, a Common Room with a licensed bar and a 90-person capacity dining room.

The hospitality services support those who attend our learning programmes as well as tourists, delegates and other guests. The College's business plan is based on continued growth. In 2014, the College invested over half a million pounds to upgrade its accommodation and refectory facilities to enhance capacity and commercial appeal.

Revenue from hospitality streams of income are hugely important to the College's financial stability and growth is needed to maintain our buildings and support innovation in learning and teaching.

Job purpose: To oversee the profitable and effective delivery of the conferencing, accommodation and catering services in keeping with the ethos and charitable objectives. To actively contribute to the business development of across all areas of Sarum College.

Reporting to: The Principal

=====

Primary accountabilities:

- To work with the College Leadership Team to ensure high quality leadership and sound management of guest services for residential stays, conferences and events.
- To manage all the information requirements on profitability, including forecasting and planning.
- To ensure that guest services are delivered to the highest possible standard and in coordination with the team and other College department activities and functions.
- To execute all hospitality guest services in accordance with health and safety, fire and safeguarding policies.
- To share with the College Leadership Team in the vision, values and strategic planning of the College.

The key elements of the job are:

1. To manage all the information needs in relation to the profitability of revenue including forecasting and planning.
 - a. Use P and L statements to drive profitability in line with the strategic direction.
 - b. Maximise room yield and revenue through innovative sales practices.
 - c. Prepare a monthly financial report for the College Leadership Team.
 - d. Maintain accurate monthly financial outlook reports on rooms, conferencing, food and beverage, and general administration in line with targets.
 - e. Lead all aspects of business planning for the hospitality area of work in cooperation with the Director of Marketing and Communications.
 - f. Engage in the budgeting process with leadership team colleagues and assume responsibility for the hospitality income and expenditure within the parameters set by Trustees.
 - g. Manage hospitality profitability, ensuring revenue and guest satisfaction targets are met and exceeded.
 - h. Produce annual hospitality business plans and budget (revenues, costs, etc.) for the College Leadership Team.
 - i. Closely monitor hospitality business reports on a daily basis and take decisions accordingly.
 - j. Deliver hospitality budget goals and set other short and long-term strategic business goals.
 - k. Handle corporate clients including new client acquisition along with the sales team when required.

2. To work with the College Leadership Team to ensure high quality leadership and sound management of the College's provision of guest services with conferences and events.
 - a. Provide effective leadership to team members.
 - b. Oversee the operations functions of the hospitality area.
 - c. Manage and develop the hospitality team to ensure career progression and development.
 - d. Oversee and manage all departments within the hospitality area, including regular briefings and meetings with all lead hospitality staff.
 - e. Ensure decisions are made in the best interest of the area and management.

3. To ensure that guest services are delivered to the highest quality.
 - a. Handle complaints and oversee service recovery procedures.
 - b. Take responsibility for safeguarding the quality of operations.
 - c. Be accountable for internal events and take ownership of guest feedback and complaints.
 - d. Respond to quality evaluations to ensure continual improvement.
 - e. Fulfil line manager responsibilities in the areas of health and safety, safeguarding and HR administration.

- f. Be on Recall to Duty list in case of an emergency.

Person Specification

Essential

The post-holder should:

- have direct or equivalent experience in running a hospitality operation including accommodation with a turnover over £0.5m;
- educated to a degree level or equivalent professional qualification;
- be articulate, literate and numerate;
- be experienced in managing strategic initiatives, financial objectives and budgets;
- be experienced in contributing to successful hospitality marketing campaigns;
- be experienced in using accommodation and conference booking software;
- be experienced in using invoicing software;
- be a good communicator;
- be a team player;
- have sympathy with the Christian ethos of the College.

Desirable

- fluency in languages other than English;
- familiarity with Christian networks.

Job Details

Salary	The annual salary for the post is £38,560 plus a pension contribution of 8% of salary to the nominated pension scheme, currently the Church of England Church Workers Pension Fund (Pension Builder Classic), and lunch in the Refectory on working days in College.
Hours	The hours will be on average 37.5 to be worked according to the needs of the role. There will additionally be some overnight sleeping duties as required. Time off in lieu may be taken for working beyond normal working hours and there are occasions when it will be necessary to work outside normal working hours (during the evenings and at weekends) as the needs of the College reasonably requires.
Holiday	The holiday entitlement is 25 days plus statutory holidays, including the days when the College is closed between Christmas day and the New Year.