

JOB DESCRIPTION

POST TITLE:	Leisure Commercial Manager
GRADE:	14
DIVISION / UNIT:	Leisure/ Leisure Insourcing
DEPARTMENT:	Environment and Leisure
REPORTS TO:	Head of Leisure Insourcing

PURPOSE OF THE JOB

To provide the lead for design and delivery of all products and services to achieve planned revenue expectations and ensure effective marketing and communications across the full service. The role will oversee effective provision of front of house services to exceed customer expectations.

To provide leadership and presence across the whole service to inspire and effectively communicate, with purpose, service expectations and standards to be delivered across the borough.

PRINCIPAL ACCOUNTABILITIES

Responsibilities

1. Responsible for the effective research, design and implementation of products and services to meet participation, revenue and customer service expectations. Responsible for effective service planning covering membership, fitness, group exercise, aquatic services, activities, water sports, health and wellbeing intervention programmes.
2. Design mechanisms to ensure appropriate collection, monitoring, and analysis of data to support measurement of the service performance and areas for improvement. Model and plan individual customer journeys by using available data and resources.
3. Design and develop a comprehensive communication and marketing plan that reflects strategic objectives and meets revenue expectations and ensure implementation across the leisure centres. Utilise the plan to deliver service excellence through a high quality team of staff across all the borough leisure facilities.
4. Provide leadership, mentoring and line management for staff responsible for generating and collecting revenue. Responsible for the management and development of Leisure Managers, including setting appropriate work plans and

performance expectations, reviewing on a regular basis and reporting outcomes. Ensure that all staff are suitable for the role they are employed in, sufficiently trained, inducted and monitored for knowledge, skills and behaviours. Give due consideration to every person's health and wellbeing, and provide appropriate opportunities for them to grow and develop.

5. Provision of a high quality standard of information with effective online presence and processes for the purchase of membership. Ensure all information that is available through the website and communication channels is up to date and accurate.
6. Responsible for ensuring delivery of quality standards that are compliant with the Quality Management, Quality Assurance Systems and good practice, ensuring that facilities and services are operated in accordance with service specifications, Council Policies and Procedures.
7. To lead the team on contributing to the development of the vision for the operation and delivery of the highest possible standards of service and innovation at the Council's facilities, and increase access to sport and active recreation, creating more opportunities for Southwark residents to enhance their quality of life and health.
8. Lead the management and reporting of performance of the Free Gym and Swim (FGS) programme (and/or other similar targeted programmes) and find ways to increase participation by underrepresented user groups and contribute to the health and wellbeing of the whole community.
9. Work collaboratively to manage partnerships with public health service providers and identify opportunities to deliver funded services.
10. Ensure effective consultation with Council Members and Senior Council Officers on strategy, policy and implications of changes in service delivery.

JOB CONTEXT / REPORTING to :

The role is responsible for ensuring the council continues to provide excellent quality leisure services for our residents in the future and in accordance with the relevant council strategies, Fairer Future Promises, council plan targets and Southwark Stands Together values – the Council's commitment to addressing racial inequality.

The post will play a key role in providing leadership and presence across the whole service to inspire and effectively communicate, purpose, service expectations and standards to be delivered across the borough facilities.

The Leisure Division sits within the Department of Environment and Leisure, which is responsible for the day-to-day management of parks and open spaces, trees, sports and leisure, cemeteries, youth and play, highways, roads, parking, refuse collection, street cleansing, culture and libraries. It also looks after public health, trading standards and consumer safety.



Southwark Council values: Treating residents as if they were a valued member of your own family | Being open, honest and accountable | Spending money as if it was your own | Working for everyone to realise their own potential | Making Southwark a place to be proud of | Always work to make Southwark more equal and just | Stand against all forms of discrimination and racism

The Council Plan sets out the council's commitments across six themes. The Environment & Leisure Department supports or leads on a number of these:

- A place to call home
- Climate Emergency
- A green and fair economic renewal
- Tackling health inequalities
- A great start in life
- Southwark Together

REPORTS TO: Head of Leisure Insourcing

SUPERVISES: FOH Lead, Sales Leads, Fitness Leads, Aquatic Leads, Crèche Lead, Water-sport Lead, Marketing and Communications Manager and Public Health Programmes Lead.

FINANCIAL RESPONSIBILITIES: Management of revenue budgets relating to operation of facilities c £8 million pounds.

Management and monitoring of revenue and capital budgets including the implementation and delivery of financial strategies for the service; ensuring resources are in place to comply with all Health and Safety legislation and delivery of the service in line with the Council service requirements and that corporate standards are adhered to throughout

The preparation of documents for the provision of services, including the identification and management of risk; monitoring of the performance of the Leisure Centres and reporting as necessary to the Head of Leisure Insourcing.

CONTACTS:

Council

Frequently represents the Council within external partnerships, meeting contractors, responding to external enquiries, meeting external agencies, working with the community and general public; and with consultants and contractors.

Division

Represents the Division in corporate groups when commissioning services or coordinating activities with other Divisions. Frequent contact with other team members in matters relating to the delivery of the operation of the facilities. Deputises for the Head of Leisure Insourcing where appropriate.

The position is one of three posts that report directly to the Head of Leisure Insourcing, together with the Leisure Operations Manager and the Finance & Systems Manager - Leisure.

Grade/Conditions of Service

Grade 14

36 hours per week including some out of hours working when required.

The employment is subject to a probationary period of twenty six weeks from your start date of employment with Southwark Council, during which time you will be required to demonstrate to the council's satisfaction your suitability for the position in which you are employed.

PERSON SPECIFICATION

The person specification is a picture of skills, knowledge and experience required to carry out the job.

	Essential (E)	How assessed (S/ I/ T)
Knowledge, including educational qualifications:		
Knowledge of revenue sales systems and processes for key revenue areas; membership, fitness, group exercise and aquatics.	E	S/I
Knowledge of ICT systems for point of sale.	E	I
Knowledge of marketing and communications with full understanding of CRM and social media platforms	E	S/I
Knowledge of working with external partners to deliver targeted promotions and deliver strategic outcomes	E	I
Knowledge of customer online booking and on line payment processes and an understanding of direct debit collection and debt collection	E	S
Experience:		
Experience in leisure and sports facility management in a senior position	E	S/I
Experience of managing and leading a team of staff and resources	E	I
Experience of producing reports and analysing statistics to ensure delivery of targets and financial goals	E	I
Experience of budget preparation, target setting, monitoring and reporting performance as part of service processes.	E	S
Experience of working with senior colleagues from other teams to ensure a co-ordinated approach to the marketing and delivery of a customer focussed service	E	I
Experience of recruiting, training and developing front of house employees.	E	I
Aptitudes, Skills & Competencies:		
Ability to organise, plan and prioritise a heavy workload and to define problems and produce solutions against financial constraints	E	S
Ability to work flexibly, independently and as part of a team, doing what is required to get the job done to a high standard	E	I
Ability to communicate effectively both orally and in writing with a wide range of people including leisure centre staff, Members, senior officers and external bodies	E	I
Be able to lead, motivate and develop individuals to achieve their best potential.	E	I
Be able to use, review and monitor data and use computer applications to prepare financial, statistical and written reports	E	I
Be able to represent the division both within the Council and externally	E	I
To be creative and provide innovative approaches to improving revenue and participation	E	I

Special Conditions of Recruitment:	
Comply with and promote the Council's Equal opportunities policy	
Required to work weekends and evenings to meet the needs of the service.	
No DBS check required.	

Key:	E	Essential	S	Shortlisting criteria
			I	Evaluated at interview
			T	Subject to test