

**UNISON - SYSTEMS MANAGEMENT SERVICES (SMS)**  
**GENERAL MANAGER – UNISON CROYDE BAY RESORT**  
**REF: ORD/194**

**JOB DESCRIPTION**

Grade: 2  
Location: Croyde Bay, Braunton, Devon  
Status: Permanent, full-time  
Reports to: Director of Systems Management Services, who in turn reports to the Assistant General Secretary for Organisation and Resource Development  
Responsible for: Management of UNISON's own resort providing high quality holiday facilities for union members and the public.

**KEY RESPONSIBILITIES**

1. Overall responsibility for delivering a safe, value for money and high-quality stay to our guests within the guidelines of the organisation
2. Ensuring an annual budget is produced and managed to deliver an agreed profit line consistent with day to day and annual re investment/ improvement in the product
3. Ensuring that the resort is compliant with all relevant legislation relating to the hospitality sector, and with UNISON policies where applicable

**SPECIFIC RESPONSIBILITIES**

People Management

- The General Manager will lead by example, and set the culture for Unison Croyde Bay Resort which relies on co-operation and flexibility for success.
- Direct Management of 8 departmental managers and supervisors, and overall responsibility for over 50 members of staff.
- The postholder should aim to develop staff, recognising talent and ability and providing robust succession planning for any management-level vacancies which arise.
- An excellent Customer Service ethos is essential, as the ultimate escalation point for any issues raised by clients, and management of user feedback to improve the service.

Resource Management

- The General Manager is expected to plan and manage a net annual budget of £2m.
- Effective use of limited resources is required to ensure that there is always a surplus of income over expenditure, and that excellent delivery for customers is the priority.
- Delivery of activity and entertainment programmes for a wide range of guests, from families and couples to conferences and specialist groups.
- Oversight of small-scale refurbishment and maintenance tasks using local suppliers and

ensuring and planning or statutory requirements are complied with.

- They will also submit proposals for capital projects to improve and develop the resort, working with specialist national office departments to estimate costs and timescales.

### Communication

- Dealing with colleagues on site and national/regional offices, Croyde guests (UNISON members and general public), suppliers and statutory authorities on a daily basis.
- Presenting reports to Services to Members and other NEC Committees from time to time.
- Oversight of promotional and marketing communications in printed and digital media.

### Project Management

- Proposed projects and operational management should fit within a long-term vision for the development and improvement of Croyde Bay Resort, which contributes clearly to the strategic objectives of UNISON.
- The General Manager will oversee projects from inception to completion, including procurement and supplier management. They will also be able to monitor progress and take remedial action to correct any departure from the agreed plan, seeking advice from colleagues or professional advisors when needed.

### Specialist/Technical

This role requires a high level of knowledge and experience across the hospitality sector, with responsibility including (but not exclusively):

- Compliance with legislation governing financial transactions and data protection;
- Maintenance of the property and Health and Safety requirements;
- Catering and food safety regulations;
- Entertainment and leisure facilities, both indoor and outdoor (including swimming pool);
- Management of both hotel-based and self-catering accommodation;
- Promotion and marketing of the venue to a range of different audiences.

**UNISON - SYSTEMS MANAGEMENT SERVICES (SMS)**  
**GENERAL MANAGER – UNISON CROYDE BAY RESORT**  
**REF: ORD/194**

**PERSON SPECIFICATION AND SELECTION CRITERIA**

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This Person Specification is designed to help members of interviewing panels judge interviewees in a systematic and consistent way, in accordance with UNISON's equal opportunity policy. It is given to all job applicants for information.

**Assessment code**

**A = Application form**

**PI = Panel interview**

| <b>Heading</b>                            | <b>Selection criteria</b>  | <b>Assessment</b>                                |
|---|--|--|
| <b>1. Interpersonal and Communication</b> | 1.1. Escalation point for Croyde guests, which may include UNISON members, NEC members and members of the general public;<br>1.2. Ability to devise and present a case for a project or decision, and persuade senior colleagues and lay officers to support it.<br>1.3. Negotiation with suppliers of goods and services to the resort;<br>1.4. Dealing with local elected representatives and council officers on regulatory, environmental and planning matters.  | A & PI<br><br>A & PI<br><br>A & PI<br><br>A      |
| <b>2. Initiative and Independence</b>     | The General Manager must make decisions which fit the organisation's core values as a Trade Union, but also support a viable commercial hospitality business. This will include:<br>2.1. Knowing when to take a decision oneself, and when to escalate to senior management;<br>2.2. Evolve and improve the product to exceed guest/member expectations while offering good value compared with local competitors;<br>2.3. Able to respond in an agile and flexible manner to unplanned events.<br>2.4. Able to plan for strategic direction, staffing structure and budget-setting. | A & PI<br><br>A & PI<br><br>A & PI               |
| <b>3. Staff Management</b>                | 3.1. Direct line management responsibility for 6 permanent staff; overall responsibility for over 50 staff, most of whom are seasonally employed;<br>3.2. Recruitment and induction of staff, in a range of permanent and seasonal roles across a variety of disciplines required for running a large hospitality venue;<br>3.3. Staff management skills including delegation, shift patterns, performance management, troubleshooting and change management;  | A & PI<br><br>A & PI<br><br>A & PI               |
| <b>4. Resource Management</b>             | 4.1. Ability to monitor quality of resort facilities and deliver an efficient and timely maintenance programme;<br>4.2. Develop and maintain strong relationships with local suppliers to deliver both routine and emergency support;<br>4.3. Ability to deliver a good experience for guests, including activity and entertainment options which may change at short notice, in response to circumstances or demand;<br>4.4. Monitoring of devolved departmental budgets.   | A & PI<br><br>A & PI<br><br>A & PI<br><br>A & PI |

| Heading  | Selection criteria  | Assessment                |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
|--|---|---------------------------|-----------|--|---|--|-----------------------------------|---|-----------------------------|--------------------------------|---------------------------|--|---|------------------------------|-----------------------------|---|-------------------------|--------|
| <b>5. Physical Skills</b>  | 5.1. Ability to monitor all areas of operation, including inspection of accommodation, public areas and staff restricted areas, and take action to resolve any problems;<br>5.2. Travel for meetings and conferences;<br>5.3. Live-in position requiring postholder to be available for emergency callouts 24/7.  | A & PI<br><br>A<br>A & PI |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| <b>6. Specialist/ technical</b>  | <p>The successful candidate will need wide experience of the hospitality sector. Although not expected to have professional qualifications or technical expertise in every aspect of the site's operation, below is a list of knowledge or experience considered essential or desirable.</p> <table border="1" data-bbox="419 555 1257 1106"> <thead> <tr> <th data-bbox="419 555 842 600">Essential</th> <th data-bbox="842 555 1257 600">Desirable</th> </tr> </thead> <tbody> <tr> <td data-bbox="419 600 842 674">At least five years' experience in a hospitality management role</td> <td data-bbox="842 600 1257 674">Understanding of both Hotel and Holiday Park operations</td> </tr> <tr> <td data-bbox="419 674 842 770">Thorough understanding of Health and Safety legislation relating to hospitality venues</td> <td data-bbox="842 674 1257 770">Experience of Sales and Marketing</td> </tr> <tr> <td data-bbox="419 770 842 844">Knowledge of data protection legislation (GDPR)</td> <td data-bbox="842 770 1257 844">Point of Sale Systems (POS)</td> </tr> <tr> <td data-bbox="419 844 842 889">Grounds &amp; building maintenance</td> <td data-bbox="842 844 1257 889">Leisure Centre operations</td> </tr> <tr> <td data-bbox="419 889 842 985">Knowledge of Payment Card Industry Data Security Standards (PCI/DSS)</td> <td data-bbox="842 889 1257 985">Developing Entertainments programmes for different market sectors</td> </tr> <tr> <td data-bbox="419 985 842 1030">Food and Beverage Management</td> <td data-bbox="842 985 1257 1030">Property Management Systems</td> </tr> <tr> <td data-bbox="419 1030 842 1106">Member of Institute Of Hospitality, or equivalent professional association.</td> <td data-bbox="842 1030 1257 1106">Housekeeping operations</td> </tr> </tbody> </table> | Essential                 | Desirable | At least five years' experience in a hospitality management role | Understanding of both Hotel and Holiday Park operations | Thorough understanding of Health and Safety legislation relating to hospitality venues | Experience of Sales and Marketing | Knowledge of data protection legislation (GDPR) | Point of Sale Systems (POS) | Grounds & building maintenance | Leisure Centre operations | Knowledge of Payment Card Industry Data Security Standards (PCI/DSS) | Developing Entertainments programmes for different market sectors | Food and Beverage Management | Property Management Systems | Member of Institute Of Hospitality, or equivalent professional association. | Housekeeping operations | A & PI |
| Essential  | Desirable   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| At least five years' experience in a hospitality management role                       | Understanding of both Hotel and Holiday Park operations   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| Thorough understanding of Health and Safety legislation relating to hospitality venues | Experience of Sales and Marketing   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| Knowledge of data protection legislation (GDPR)  | Point of Sale Systems (POS)   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| Grounds & building maintenance   | Leisure Centre operations   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| Knowledge of Payment Card Industry Data Security Standards (PCI/DSS)                   | Developing Entertainments programmes for different market sectors   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| Food and Beverage Management   | Property Management Systems   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| Member of Institute Of Hospitality, or equivalent professional association.            | Housekeeping operations   |                           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |
| <b>7. General Knowledge</b>  | 7.1. Understanding of public sector and not-for-profit organisations; health and safety knowledge relating to running a hospitality venue.<br>7.2. Commitment to, and understanding of, UNISON's aims, values and objectives.   | A & PI<br><br>A           |           |  |   |  |                                   |   |                             |                                |                           |  |   |                              |                             |   |                         |        |