

UNISON
ORD SMS
DEPUTY GENERAL MANAGER, CROYDE BAY
REF: ORD/195

Job Description

Job Title:	Deputy General Manager, Croyde Bay
Grade:	4
Salary:	£49,278 per annum
Hours:	35 per week
Location:	UNISON Croyde Bay Holiday Resort (CBHR)
Reports to:	General Manager, Croyde Bay, who in turn reports to the Director of Systems Management Services

Position Overview

The postholder supports the General Manager in the operation and management of Croyde Bay Holiday Resort. The Deputy General Manager plays a pivotal role in ensuring a memorable and enjoyable experience for all guests, and line-manages staff across a number of disciplines.

Key Responsibilities

- **Operational Management:** Assist the General Manager in overseeing all aspects of daily operations, ensuring high standards of service and guest satisfaction across the resort.
- **Staff Leadership:** Recruit, train, and manage staff, fostering a positive and collaborative team environment. Conduct regular performance evaluations and provide ongoing feedback to team members.
- **Guest Experience:** Develop and implement strategies to enhance guest experiences, addressing any concerns or feedback promptly and effectively.
- **Budget Management:** Assist in the preparation and management of the annual budget, ensuring financial targets are met while maintaining quality service.
- **Activity Coordination:** Collaborate with team members to plan and organise recreational activities and events that engage guests and promote community.
- **Health, Safety, Environment and Food Safety compliance:** Ensure compliance with health, safety, environmental and food safety regulations, implementing policies and procedures that promote a safe environment for both staff and guests.
- **Reporting and Administration:** Maintain accurate records and reports, providing insights to the General Manager to aid in decision-making and strategic planning.

Qualifications

- Minimum of 5 years of experience in hospitality management with a proven track record of success.
- Strong leadership and interpersonal skills, with the ability to motivate and inspire a team.
- Excellent communication skills, both written and verbal.
- Financial acumen and experience managing budgets.
- Strong problem-solving skills and the ability to handle challenging situations with confidence.
- Flexibility in assisting with any reasonable task and covering colleagues' duties in their absence.
- Passion for delivering exceptional guest experiences and a commitment to excellence.

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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 the qualities of interviewees in a systematic and consistent way and in accordance with UNISON's equal opportunities policy. It is given to all job applicants for information.

Assessment code

A – application interview

AS – assessment

PI – panel

Heading	Selection criteria	Assessment
1. Thinking	<ul style="list-style-type: none"> • Ability to evaluate and improve organisational performance, both financially and operationally. • Ability to develop teams, project manage and delegate work to others. • Commitment to and understanding of UNISON's aims and values, and objectives. • Knowledge of all service streams at CBHR, including HSE & Accounting / Payroll. 	<p>A, PI</p> <p>A, PI</p> <p>PI</p> <p>A, PI</p>
2. Interpersonal and Communication	<ul style="list-style-type: none"> • Ability to communicate effectively with management, staff, and customers. • Able to negotiate with suppliers and ensure contract KPI's are adhered to. • Ability to represent the union externally at meetings or events. • Experience of recruitment and induction • Ability to select, motivate, develop, and manage colleagues and their performance 	<p>A, PI</p> <p>A, PI</p> <p>PI</p> <p>PI</p> <p>A, PI</p>
3. Initiative and Independence	<ul style="list-style-type: none"> • Self-motivated and ability to adapt to an ever-changing environment. • Ability to manage and prioritise work under pressure. 	<p>A, PI</p> <p>PI</p>

Heading	Selection criteria	Assessment
	<ul style="list-style-type: none"> • Continuous improvement of oneself and the business. 	PI
4. Resource management	<ul style="list-style-type: none"> • Understanding logistics, stock control and profit margins. • Ability to ensure value for money and the effective use of resources. 	A, PI A, PI
5. Physical Skills_ <i>(with DDA modification where necessary)</i>	<ul style="list-style-type: none"> • Full UK clean driving licence. • Keyboard skills with accurate data input. • Very mobile around the site. 	A A PI
6. General knowledge	<ul style="list-style-type: none"> • Comprehensive understanding of not-for-profit organisations. • Commercial, financial and operational competence. • Knowledge of good health and safety practice and legislation. • Competent IT skills 	PI A, PI A, PI A, PI