

JOB DESCRIPTION SITE MANAGER

Location:

You may be required to work at any Go Ape site across the UK

Contract Type:

Permanent / Fixed term

Reports To:

Area Manager

Reward Package

Salary:

The successful candidate, with the right skills and experience will receive £x per annum.

Accommodation is not provided

Holiday Entitlement:

25 days holiday plus Xmas and 8 Bank holidays

Working Hours:

Average of 40 hours/week

Flexible to meet operational needs

Weekend working will be required

Bank holiday work awarded time off in lieu

Benefits:

Company Pension Scheme, Medical, Enhanced maternity and paternity, Cycle to Work Scheme, Childcare Vouchers, Jubilee Sailing Trust opportunities Retail Discounts: Outdoor clothing supplier discounts, DRT day (Do the Right Thing).

Job Role

The Site Manager's role is to successfully run their site, meet and exceed their targets, including customer numbers and revenue; and to build a positive reputation of the Go Ape site in the local area. An integral part of their role is keeping customer satisfaction high and to motivate and support their staff, whilst operating the site to high health and safety standards.

The successful candidate will ideally have experience managing and leading large teams to attain any targets or goals set. You must be highly motivated and have the desire to run the Site as an individual business. This will involve driving the site, maximising and developing any and all opportunities to make the business commercially successful, including driving business development opportunities and delivering marketing initiatives to attract new and returning customers.



This is a challenging and busy role and requires good time management skills, the ability to prioritise tasks as well as excellent leadership skills. You will need to be able to adapt, make decisions and manage a busy working day based on constantly changing priorities. A positive attitude, open mind and a willing and friendly disposition will assist you to succeed in this role.

Main Duties and Responsibilities

Health and Safety

Operate the site in accordance with Company Procedures, including:

1. Ensure a safe workplace environment without risk to health.
2. Ensure that all Health & Safety policies, procedures, rules and regulations are adhered to and communicated.
3. Ensure the Company meets its statutory obligations in all areas pertaining to health, safety and welfare at work.
4. Operate the site in accordance with the Company Procedures and Operations Manual including:
 - a) Delivering training at the beginning of the year, ensuring all new staff are fully aware of company policies and procedures
 - b) Keeping risk assessments up to date
 - c) Keeping record of all site checks
 - d) Maintaining PPE and safety equipment in good order and recording same
 - e) Maintaining site in good serviceable order including the cabin
 - f) Ensuring all participants complete a Disclaimer Form
 - g) All disclaimers need to be filed in date order and sent to Open Contact
 - h) Ensuring safety briefs, assessments, rescues and practices are done in line with Company Procedures

Team Management

Develop and manage an effective site team by:

1. Creating staff rotas, keeping and submitting records of hours worked, holidays and absence
2. Recruitment of great staff with the support of the People team
3. Conducting induction meetings to welcome new staff
4. Conducting probation reviews
5. Conducting annual and regular performance appraisals and creating performance improvement and training and development plans as required
6. Managing performance, and where necessary disciplining staff in accordance with company procedures, with support from the People team
7. Conducting regular team meetings
8. Conducting exit meetings



Marketing & Commercial Management

1. To build a good understanding of the commercial nature of the site they run. Then, in conjunction with the Area Manager and Finance Team use this knowledge to help set realistic and achievable revenue and customer targets for each year, .
2. To monitor and own the revenue and participant numbers for their site, seeking to undertake corrective action as required, with support from other departments as needed.
3. Responsible for the local marketing plan for their site, seeking support from the central marketing team as required.
4. To ensure the completion of the Instructor Local Marketing tasks (LMI) in order to grow brand awareness and drive customer bookings.
5. To maintain good relationships and have regular meetings with the site's stakeholder, landowners, marketing partners, local media to deliver PR, local businesses/corporates, schools and any other relevant prospective customer groups in the catchment area.
6. Be an active member of the local tourism bodies in order to build Go Ape's profile.
7. Build awareness and knowledge of local competitors monitoring products, pricing, advertising etc. To assist Go Ape in remaining an attractive proposition.
8. Helping to Identify opportunities to further grow the site business (be they additional activities that fit the customer profile, partnerships, new merchandising opportunities or upsell potential etc).

General Site Operation

Operate a successful site by:

1. Meeting sales and cost targets as agreed by the Directors
2. Keeping receipts of all expenses and mileage as per Company Procedures
3. Ensuring the office/cabin is run efficiently with all files kept tidy and up to date and responding promptly to all correspondence
4. Banking as per company procedures
5. Reporting to Management, as required

The Area Manager and the appropriate departments will offer additional support.


Business Development

Work with other key staff to develop opportunities at site by:

1. Building and maintaining good relationships with key parties: Landowners, Go Ape personnel, Altus personnel, Insurers, HSE and Environmental Health Officers and Go Ape consultants
2. Attending regular manager meetings in the UK
3. Visiting other Go Ape sites when requested

Corporate Events

The Site Manager will work closely with the Events Team to ensure all events go smoothly by:

1. Working with the events team to meet the customers needs, where practicable.
 2. Liaising with caterers and external suppliers prior to all bookings to make sure everything is on order.
 3. Arranging for the delivery the product by the site team.
 4. Providing feedback on the event to improve the process/product for the future.
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Person Specification

Essential

1. Previous management experience and must be able to show the ability to lead, manage and motivate others to deliver a plan
2. Business acumen, attention to commercial detail, statistically numerate
3. An interest in, and appreciation of the impact that Marketing has on reaching targets
4. Must be rescue trained (training to be given on the job)
5. Excellent organisational and administrative skills
6. Customer service background and excellent customer service skills
7. Excellent interpersonal and communication skills and enjoys working with others
8. Must be a team player and able to work with other colleagues and teams in a dynamic business
9. Must like working outdoors confident and experienced working at height. A High ropes background being a benefit.
10. First Aid At Work (to be obtained prior to start date)
11. IT skills: Word processing, Excel, etc.
12. H&S / Risk assessment skills
13. Experience organising and delivering Training
14. High energy levels with a positive approach and outlook
15. Ability to work under pressure and to deadlines
16. Full driving license and own transport

Desirable

1. Corporate client experience
2. Risk assessment skills
3. Carpentry / practical DIY & Maintenance skills
4. Marketing experience
5. Recruitment experience
6. Commercial business administration experience
7. Demonstrable ability to maintain standards in other people's work

All Site Managers are required to attend the Managers' Training Week each year. This pre-season training will:

- 1) Bring you up to date with the latest business development and news
- 2) Bring you up to date with Health & Safety and Company Procedures
- 3) Enable you to network with colleagues across the whole company
- 4) Enable the sharing of good practice
- 5) Update you on any changes within the Operations manual, IT, Marketing, People and Finance enable them to develop you, your site and your team.





Company Ethos

Our Values

- Keeping the adventure in adventure
- Encouraging 'I can't' to become 'I can'
- Always seeking to be two steps better
- Zero risk equals zero development
- To challenge, surprise and excite
- Build in customer delight
- Be socially and environmentally responsible
- Create worthwhile, rewarding jobs
- Do the right thing

Our Mission

- To be the best Adventure company on the planet
(where you can be home in time for tea)

Our Vision

- "Creating adventures; encouraging everyone to live life adventurously"

If you feel as strongly as we do about encouraging everyone to live life more adventurously then this could be the perfect environment for you to work in!

