

# Commercial Site Manager



## **Calling all great Managers and Business leaders!**

Are you currently in a management or business leadership role but stuck inside a stuffy office going through the motions? Are you longing to get outside and do something you're passionate about? Do you want to grow and develop a business you can be excited about? If so read on...

Go Ape are looking for hard-working, friendly, adventurous people to join the Go Ape Tribe. The position of Commercial Site Manager includes a wide range of responsibilities, with each Site Manager encouraged to run the site as their own business.

Because of this, we're excited to meet people with excellent management skills and leadership experience, who are also commercially savvy and able to grow the business moving forward.

As the largest ropes course provider in the UK, we've almost 20 years' experience training instructors and managers in operational excellence. So, provided you have the right spirit and a desire to learn and grow, limited experience should not prevent you from applying.

After customer and staff safety, ensuring every customer has an amazing experience is at the heart of what we do. So you'll need to genuinely share our values and high standards in customer care, challenge your team, your customers and yourself to 'live life adventurously' and 'turn I can't into I can!'.

Wherever you may be currently; if you're a commercially switched on manager who wants to join a forward-thinking business that's been voted by its own Tribe as one of the 'Top 100 Best UK Companies to Work for', and you feel as strongly as we do about delivering first class customer service and living life more adventurously - then we look forward to hearing from you!

**This opportunity will close as soon as we receive the great CV's we are looking for – so don't delay and risk missing your chance!**  
**Interviews potentially WC 7<sup>th</sup> September.**

## **Main Duties and Responsibilities**

- Oversee a safe site, safe people (customers and staff), a safe course (infrastructure) and safe equipment.
- Employ, train and build a happy, engaged and professional team who can deliver amazing customer experience.

- Own your site, driving it forward commercially by finding ways to increase revenues and deliver efficiencies with a strong focus on the highest cost lines.

## **Commercial Management & Marketing**

Increase revenue by attracting more customers and providing the availability required, upselling, increasing secondary spend and developing your site products.

Oversee efficient staffing and good returns on site expenditure.

Make Go Ape famous locally.

Specifically:

- build a good understanding of the commercial nature of your site. Then, in conjunction with the Operations and Finance Support Teams use this knowledge to help set realistic and achievable revenue and customer targets for each year.
- monitor and own the revenue and participant numbers for your site, seeking to undertake corrective action as required, with support from other support teams as needed.
- write and maintain the local marketing plan for your site, seeking support from the central marketing support team as required.
- ensure the completion of the Instructor Local Marketing tasks (LMI) in order to grow brand awareness locally and drive customer bookings
- 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.
- be an active member of the local tourism bodies in order to build Go Ape's profile.
- build awareness and knowledge of local competitors monitoring products, pricing, advertising etc. to assist Go Ape in remaining an attractive proposition.
- help 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).

## **Business Development**

- Work with key support staff to develop opportunities at site by:
- Building and maintaining good relationships with key parties: Landowners, Go Ape personnel, Altus personnel, Insurers, HSE and Environmental Health Officers and Go Ape consultants
- Attending regular manager meetings in the UK
- Visiting other Go Ape sites when requested

## **Team Management**

Develop and manage an effective site team by:

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

## **Health and Safety**

Operate the site in accordance with Company Procedures, including:

- Ensure a safe workplace environment without risk to health.
- Ensure that all Health & Safety policies, procedures, rules and regulations are adhered to and communicated.
- Ensure the company meets its statutory obligations in all areas pertaining to health, safety and welfare at work.
- Operate the site in accordance with the Company Procedures and Operations Manual including:
- Delivering training at the beginning of the year, ensuring all new staff are fully aware of company policies and procedures
- Keeping risk assessments up to date
- Keeping records of all site checks
- Maintaining PPE and safety equipment in good order including records
- Maintaining your site in good serviceable order including the cabin
- Ensuring all participants complete a Disclaimer Form prior to participation
- Ensuring safety briefs, assessments, rescues and practices are carried out in line with Company Procedures.

## **Corporate Events:**

- Work closely with the Events Team to ensure all events go smoothly by:
- Working with the events support team to meet customer needs, where practical.
- Liaising with caterers and external suppliers prior to all bookings to make sure everything is on order.
- Arranging for the delivery of the product by the site team.
- Providing feedback on the event to improve the process/product for the future.

## **General Site Operation**

### **Operate a successful site by:**

- Meeting sales and cost targets as agreed by the Directors
- Keeping receipts of all expenses and mileage as per Company Procedures
- Ensuring the office/cabin is run efficiently with all files kept tidy and up to date and responding promptly to all correspondence
- Banking as per company procedures
- Reporting to the Directors as required
- Proactively seeking advice, ideas, support and input from the support teams.

## **Person Specification**

### **Essential**

- Previous management experience and must be able to show the ability to lead, manage and motivate your team to deliver a plan
- Business acumen, attention to commercial detail, statistically numerate
- An interest in, and appreciation of the impact that Marketing has on reaching targets
- Must be rescue trained (training to be given on the job)
- Excellent organisation and administrative skills
- Customer service background and excellent customer service skills
- Excellent interpersonal and communication skills and enjoys working with others
- Must be a team player and able to work with other colleagues and teams in a dynamic business
- Must like working outdoors and be confident working at height.
- First Aid At Work (to be obtained prior to start date)
- IT skills: Word processing, Excel, etc.
- H&S / Risk assessment skills
- Experience organising and delivering Training
- High energy levels with a positive approach and outlook
- Ability to work under pressure and to deadlines
- Confidence to ask for assistance and support when required
- Full driving license and own transport

### **Desirable**

- Corporate client experience
- Risk assessment skills
- Carpentry / practical DIY & Maintenance skills
- Marketing experience
- Recruitment experience
- Commercial business administration experience
- Ability to delegate correctly
- Demonstrable ability to maintain standards in other people's work

## **Training**

- All Commercial Site Managers are required to attend the Managers' Training Week each year. This pre-season training will:
- Bring you up to date with the latest business development and news
- Bring you up to date with Health & Safety and Company Procedures
- Enable you to network with colleagues across the whole company
- Enable the sharing of good practice
- Update you on any changes within the Operations Manual, IT, Marketing, People and Finance to enable them to develop and support you, your site and your team.

## **Contract**

Location: Wyre Forest

Contract Type: Permanent

Reports To: Operations Support - Sites

## **Reward Package**

Salary: Salary is dependent on skills and experience

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, Tech Scheme, Various childcare assistance schemes, Retail Discounts, DRT day (Do the Right Thing), Expeditions, Adventure Fund.

## **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!