

# BUNKERS!

CRAZY GOLF & DRINKS

## JOB DESCRIPTION

**LOCATION:** Romford  
**POSITION:** General Manager  
**REPORTS TO:** Regional Operations  
Manager

## TO APPLY

**EMAIL:**  
info.romford@bunkersuk.com

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### VISION OF THE ROLE:

Overall responsibility for the delivery and development of all aspects of BUNKERS! Romford and to ensure that customer expectations are consistently met or exceeded.

To maximise revenue through the upselling of retail products and food & beverage offering.

To nurture, develop and retain the Adventure Leisure team members.

To safeguard the long-term success of the Adventure Leisure division for its stakeholders, the General Manager will display determination and focus in guiding all the elements of Adventure Leisure to the highest level ensuring that BUNKERS! Romford is recognised as the premier family-centric leisure destination of the surrounding area.

### MEASUREMENT OF SUCCESS:

The Assistant General Manager will be measured against key criteria:

- Operating profit (derived from income, retail and F&S sales)
- Annual measurement of staff engagement
- Customer loyalty measured by Net Promoter Score (NPS)
- Audits
- Regional Operations Manager reviews, operational feedback, and personal objectives

### KEY RESPONSIBILITIES:

#### Strategic

- Ensure that all aspects of the operation are aligned with the overall strategy for the Adventure Leisure division.
- Influence and positively manage the development of organisational culture

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putting the team and their continued development / challenge at the forefront.

- Produce supporting operational plans for the location that will contribute to achieving the objectives set out in the strategic plan.
- Contribute to the preparation and regularly review the business plan for the location.
- Keep abreast of changes in the hospitality/leisure market in which the location operates and use this knowledge to identify opportunities for all areas.

## **Operations**

- Maintain positive and effective relationships with customers and team members through an active presence in the front areas.
- Continually review and develop standard operating procedures to enhance customer- satisfaction whilst maximising revenue and profitability.
- Achieve audit targets
- Manage projects, monitor and evaluate their success as required.
- Oversee the care and maintenance of all assets, inventory, and resources of the location.
- Assist the Regional Operations Manager in developing and implementing Health and Safety procedures that comply with up-to-date legislation, ensure they are clearly communicated, effectively monitored, and regularly reviewed.
- Prepare for, attend, and contribute to departmental and organisational meetings.
- Deputise for the Regional Operations Manager as required.
- Ensure personal and team compliance within the BGL Academy is 100% at all times.
- Maintain a strong network with fellow Adventure Leisure Assistant General Managers to support robust collaboration.

## **People**

- People Management – ensure all team members are performing to their optimum ability, recognising and rewarding high and exceptional performance and performance managing under or poor performers.
- Regular, relevant and timely communication across the teams to ensure full understanding and transparency of company objectives and performance.
- Take an active role in the recruitment and consistent induction of all staff members, taking overall responsibility for their welfare and their development.
- Ensure recruitment is completed ethically and legally. Job descriptions, expectations and goals are described at length. Comprehensive note taking at interview stage to reflect the candidate response. Compliance with Right to Live & Work laws and references sought and confirmed.

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- Ensure direct reports receive a (minimum) monthly 121, regular completion of their Timeline and Employee Feedback Forms are completed as required.
- Ensure direct reports receive performance support utilising the structure and process provided by the company.
- Ensure personal and team compliance within the BGL Academy is 100% at all times.
- Maintain a strong network with fellow Adventure Leisure General Managers to support robust collaboration.

## **Financial**

- Take full responsibility for the preparation and implementation of business plans, financial budgets, marketing plans and capital expenditure schedules to grow and sustain the profitability of the location.
- Take responsibility for all income and expenditure and demonstrate a sound understanding at all times of the financial detail of the business, culminating in month end reporting.
- Establish, monitor, and analyse operations budgets and take prompt corrective action to address variances, ensuring each operating area is maximising efficiency and profitability.
- Achieve revenue and contribution targets and identified KPI's for each aspect of the operation.
- Implement and monitor all financial controls and ensure personal responsibility for all cash handling.
- Complete month end procedures for retail in line with BGL company stock taking procedures.
- Adhere and monitor compliance of purchasing policies and procedures.
- Ensure all BGL procedures and policies are adhered to.
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## **Marketing**

- Liaise with the Regional Operations manager and the Leisure Marketing team to develop a coordinated sales and marketing strategy for the facility that links to corporate strategy and covers all areas of operations
- Identify and develop innovative programmes for all customer segments
- Ensure that all promotional activity is properly structured, communicated and complies to BGL marketing guidelines.
- Ensure the location section of the BGL website is maintained and up to date.

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## Customer Experience

- Ensure that all team members consistently deliver outstanding service levels to achieve maximum customer satisfaction.

## ROLE SPECIFIC REQUIREMENTS:

- Good Time management, organisation, and prioritisation skills
- Excellent Communication Skills
- Good Presentation Skills
- Strong Leadership

## PREFERRED QUALIFICATIONS & EXPERIENCE:

### Education:

- Level 4 Hospitality Management

### Experience:

- Team management.
  - Business management.
  - Financial analytics and budgeting.
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## OUR VALUES:

We expect all our staff to strive to:

- Maintain open and honest communication with our customers, both internal and external, at all times
- Create and have a positive impact on our local community. Supporting regular neighbourhood events and working closely with society
- Protect and nurture our environment, consider everything from alternative work methods through to maintaining and supporting our local wildlife
- Support each other in everything we do, recognised, and develop each individuals potential
- Take complete ownership of their own actions and have pride in what they do
- Deliver to our customer's consistent high levels of service, quality, and value in everything we do
- Look for alternatives to what we do seeking out and exploiting natural resources