

Cotswolds Conservation Board

Job Description

Cafe & Retail Manager, Cotswold Lion Café at the Cotswolds Discovery Centre, Northleach

Accountable to: The Communications Officer - Cotswolds Conservation Board

Location: Cotswolds Discovery Centre, The Old Prison, Fosse Way, Northleach

Salary: In the range of £23,002 - £27,333 depending on qualifications and experience

Main purpose of post: Lead a small team in the successful day to day operation of the Cotswold Lion Café and associated shop

Main roles and responsibilities:

- Help recruit and manage a team of catering, retail and serving staff, ensuring adequate staffing, supervision and access control at all times.
- Ensure the day to day operation is performed so as to be statutorily compliant with specific focus on, but not limited to: Fire, Security, Health & Safety, COSHH Food Safety, Liquor Licensing, personnel practices and other appropriate legislation as may affect the scope of the cafe's operation; as well as in accordance with the Board's policies and procedures.
- Maximise income and profitability of the trading operations, promoting positive selling, effective cost control revenue management and administration while ensuring this is both statutorily compliant and in line with the policies and procedures of the Board.
- Provide a high standard of visitor and customer service at all times commensurate with the objectives of the Board and good visitor attraction and hospitality industry practice.
- To provide accurate reporting data and use reports, facts and figures to control stock levels and costs, avoid wastage and grow average transaction values.
- Contribute to and ensure that the café and retail team supports a full and vibrant activity and events programme to drive profit and realise the vision for the overall site.
- Measurable success criteria.
 - Achieving operational and budget targets
 - Achieving sales development targets
 - Improving year on year sales

This is a real hands on role dealing with all the operational activities associated with a café and small shop.

We are looking to recruit a café and retail manager capable of preparing light snacks, sandwiches and homemade cakes to a high standard. The role involves serving food and beverages to the public so a smart appearance at all times will be essential.

The successful candidate will work closely with the Communications Officer and Visitor, Interpretation and Events Officer. They will also work with the Board's Director and staff, visitor centre volunteers and the local community to provide good food, good service and a great welcome.

Our location means we have significant peaks and troughs in trading through the week and the seasons. You will lead a small team of casual staff to provide the service, including operating on your own at the quietest times.

You will work 37 hours a week with regular weekend, bank holiday and occasional evening shifts and attendance at meetings and training days as required. You will need to be flexible and be able to cover holidays and extra hours at busy periods.

Situations may arise that require the post holder to carry out other duties, commensurate with their level of responsibility. This may include travel to other places to pick up or source produce from suppliers and, as such, the post holder will have to have a current driving licence and access to a vehicle.

Introduction to the Cotswold Lion Café

The first two years of operating the Cotswold Lion Café has been extremely successful. We are looking to appoint a full time Café and Retail Manager to help develop and build upon that success.

The café is at the heart of the Cotswolds Discovery Centre at the Old Prison site which aims to encourage a greater understanding, appreciation and active enjoyment of the Cotswolds. This is a wonderful opportunity to work in the heart of the Cotswolds, where the café is central part of a visitor attraction.

The Friends of the Cotswolds (a charity established with help from the Board and sharing the Board's purposes) acquired the whole site from Cotswold District Council in July 2013. The Board is managing the site in its entirety in pursuit of a vision shared with the Friends.

At the heart of the vision is the creation of a vibrant centre focusing on the understanding, appreciation and active enjoyment of the Cotswolds and its distinctive features.

Introduction to the Cotswolds Conservation Board

The Cotswolds Conservation Board is an independent organisation with 37 Board members nominated by the local authorities, parish councils and the Secretary of State. A small team of staff are employed by the Conservation

Board, based at offices in Northleach, and supported by an extensive voluntary warden network.

The Cotswolds AONB is the largest of 38 AONBs in England and Wales, covering 790 sq miles (2038 sq kms). The Cotswolds Conservation Board has two purposes:

- to conserve and enhance the natural beauty of the AONB
- to increase the understanding and enjoyment of the special qualities of the AONB

In fulfilling these purposes the Board seeks to foster the social and economic well being of people living in the AONB.

Key result areas

1. Sales and profit

- Increase donations on entry, retail and cafe sales and convert visitors to customers.
- Maximise sales and control costs in order to achieve the financial targets and accounting for sales and stock as required.
- Exercise all operational and financial reporting and budgeting procedures in accordance with the Board's policies and procedures.
- Always look to develop the business opportunities of the property.

2. Café site management

- Ensure that appropriate public hygiene, site security and health and safety arrangements are in place and adhered to.
- Ensure that high environmental performance standards are maintained and seek new ways to reduce the environmental impact of the café.

3. Visitor and customer care

- Deliver a consistently high level of visitor and customer service to exceed customer expectations and take responsibility for all staff and volunteers under your supervision doing the same.
- Ensure the site is always ready for visitors and that the visitor experience is not interrupted by deliveries at inappropriate times. Take responsibility for and account for deliveries.
- Provide prompt, efficient and courteous attention to customer needs in:
 1. Retailing
 2. Catering services
 3. The provision of information and activities
- Ensure the team has a good knowledge about the food and produce offered in the café and about the Discovery Centre site in order to provide quality information to visitors.

4. Management of staff

- Supervise a multi-skilled team of staff to provide good visitor and customer service and maximize returns, whilst adhering to all relevant Board procedures.
- Help to ensure staff are recruited, inducted and trained to Board

standards with an eye to constant learning and improvement.

5. Selling skills

- Employ personal selling skills to motivate the team to increase sales, support promotions, cross-sell and up-sell enthusiastically.

6. Stock and merchandising

- Develop the cafe menu ensuring seasonal and local content
- Merchandise and display stock to a high standard, making effective use of EPOS sales and stock data.
- Help to maintain and carry out all appropriate procedures relating to stock control, including regular stock takes. Provide information on stock levels and valuation to the Finance Officer as required.
- Ensure instructions regarding stock promotion, point of sale use, etc, are followed.
- Act as a licensee for the property for the sale of alcohol and hold such a licence or be willing to take the course and tests to obtain one.

7. Cash handling and security

- Act and delegate as necessary the role of Duty Manager for the premises, including the opening and closing of the site.
- Ensure the safest possible environment for staff working with money by following Board rules and procedures.
- Account for cash received in accordance with the Board's rules and procedures
- Ensure the security of stock, buildings, equipment, consumables and monies.

8. Health and safety

- Maintain a safe working environment for customers and staff, adhering to Health & Safety legislation and the Board's Health & Safety policy.
- Take reasonable care for personal health and safety and for that of others.
- Carry out risk assessments and always look to ensure the safety of the workplace and the visitor/customer environment.
- Ensure an annual property Health and Safety Audit.
- Become a trained First Aider.
- Ensure that relevant Care of Substances Hazardous to Health (COSHH) and manual handling working practices are used.
- Ensure the cleanliness of all areas of the property with particular emphasis on catering, including adherence to food hygiene legislation.

9. General

- Be accountable for own personal development.
- All employees are expected to work within the terms of their contract of employment and adhere to Board policies values and behaviours.

Knowledge, skills and experience

Factor	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> ▪ Good understanding of retail and catering operations ▪ Strong commercial awareness including the use of targets and cost control measures ▪ High standard of numeracy and literacy – ideally to A-level or equivalent ▪ Strong IT literacy and confidence ▪ Desire to succeed and achieve results ▪ Good understanding of health and safety procedures ▪ Good understanding of food hygiene procedures ▪ Current driving licence and access to vehicle 	<ul style="list-style-type: none"> ▪ Active interest in the heritage of the Cotswolds AONB ▪ First aid at work qualifications ▪ Formal catering qualifications ▪ Food hygiene knowledge and qualifications to Intermediate level or above ▪ Personal alcohol licence
Skills	<ul style="list-style-type: none"> ▪ Self motivated, high personal and professional standards ▪ Customer service focus ▪ Ability to work well under pressure ▪ Ability to identify important detail and communicate to other team members. ▪ Ability to adapt work practices to changing circumstances ▪ Effective communicator and team player ▪ Leadership and inspirational team management skills ▪ Selling and persuasive manner ▪ Good organiser and planner ▪ Ability to integrate an array of ideas and activities into a seamless operation. 	<ul style="list-style-type: none"> ▪ Internal reporting, finance and computer skills
Experience	<ul style="list-style-type: none"> ▪ Retail and catering experience 	<ul style="list-style-type: none"> ▪ Site and building management

	<ul style="list-style-type: none">▪ Team leadership▪ Budget management▪ Customer care▪ Record of achieving targets (particularly profit targets)▪ Cash handling	<ul style="list-style-type: none">▪ Working with and managing teams of volunteers▪ Visual merchandising and display
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Dated 09/12/2015