

## **General Manager (Hospitality)**

**Wooler, Northumberland**

**Salary: £35,000+** (depending on experience)

**Fulltime Hours:** 45 hours per week average as per business needs  
(Includes: evening and weekend working)

In March 2023 we opened our £162m+ state-of-the-art Anglo-Saxon Museum and Whisky Distillery encompassing, Bistro, Shop, Private Dining, Tours and Tastings Experiences.

Ad Gefrin is a family-owned business with an ambition to distill the best of Northumbria from recreating the 7<sup>th</sup> century Royal Court of Northumbria' s Golden Age to being home to Northumberland's first English Single Malt Whisky.

### **Job Purpose:**

To ensure the smooth, courteous and efficient running of the hospitality operations at Ad Gefrin. You will be responsible for ensuring service standards are continuously maintained, staff are effectively managed and targets are met. The role will encompass driving the growth of the hospitality operation including the launch of an evening offer and an increase in private events within our stunning Den.

An ability to interact well with external parties is essential, as this role is likely to entail a significant amount of coordination with other hospitality businesses, event clients and suppliers. Experience in working across various hospitality disciplines (events, bar, cafe, restaurant) is essential and in working within cultural venues is highly desirable.

### **Duties and Responsibilities:**

- Manage all hospitality staff at Ad Gefrin (including both directly employed and contracted) to ensure that the department operates to the organisation's expectations both from an operational and financial perspective.
- Take full responsibility for running Ad Gefrin's Bistro and Events operation efficiently and productively on a daily basis and delegating tasks where appropriate.
- Meet or exceed all performance targets set. These will include:
  - Revenue
  - Purchases (GP), wage budgets and other cost budgets
  - Customer feedback metrics

- Compliance adherence, including H&S inspection scores
- Implement and oversee all service training across the team to ensure a consistent and high level of service standards are achieved, at all times. Regularly refresh the team's knowledge of the organisation, its standards and ethos
- Be the embodiment of Ad Gefrin's brand values, and ensure individual and team commitment to the Huskynn promise
- Lead by example to ensure service excellence at all customer touchpoints to maximise customer satisfaction and loyalty
- Respond efficiently and accurately to customer complaints, or where necessary escalate to Ad Gefrin senior management
- Appraise staff performance, mentor, guide and provide feedback to improve quality, productivity and professional development
- Follow, implement and maintain operational procedures. Implement and manage any new procedure, policies or systems as instructed by the Ad Gefrin senior management
- Service control – making sure procedures are adhered to in line with company policy ensuring a professional manner from all staff is demonstrated at all times
- Maintain effective communication and relationships with all other managers in the company
- Ensure effective communication across Ad Gefrin and strong internal links between departments to create team mentality, focus and respect for the organisation's values and principles
- Develop new product ideas that will boost sales and/or enhance the hospitality experience
- Manage and adhere to all Health & Safety procedures and processes to ensure the operations are conducted, in a safe and secure environment

If you have the skills and experience and the passion to join our team, please contact the Recruitment Team with a covering letter and CV [work@adgefrin.co.uk](mailto:work@adgefrin.co.uk)