

# Job Description

**Job title:** Venue Manager

**Department:** Venues

**Location:** Predominantly Liverpool, but assistance at other VMS venues and events is required, as is attendance of regular meetings at the VMS Head Office.

**Line management responsibilities:** Venue Staff and contractors in liaison with client

**Reports to:** Head of Venues

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| <p>Responsible for:</p>             | <ul style="list-style-type: none"> <li>• The effective commercial and operational management of VMS venue diary including client / venue contracts.</li> <li>• To ensure that all operations are managed in such a way to guarantee maximum profitability and efficiency. In relation to such contracts you will work with venues / client management staff as directed.</li> <li>• Areas of key responsibility include the constant development of venue diaries, maintaining of business processes and procedures across all aspects of the operation including but not limited to health and safety management, venue marketing for all live and club events and maintaining the delivery of front of house staff, property and licences to company standards.</li> </ul>   |
| <p>Area of responsibility/tasks</p> | <p><b>General duties</b></p> <ul style="list-style-type: none"> <li>• To manage your venues both efficiently and effectively ensuring that the diary is commercially maximised, and all statutory duties are discharged.</li> </ul> <p><b>Specific Duties</b></p> <ul style="list-style-type: none"> <li>• Provide Professional Strategy &amp; Business Direction (Group)             <ul style="list-style-type: none"> <li>a) To contribute to the effective running of the business.</li> <li>b) To help evaluate potential new business opportunities.</li> <li>c) To contribute to planning and future strategy as required.</li> <li>d) To take overall responsibility for the P&amp;L of the venue and its operation.</li> <li>e) To act as an ‘Event Manager’ and as such ‘run’ the venues on event nights/days.</li> </ul> </li> <li>• Maintain Monitored Planning and Control (Unit)             <ul style="list-style-type: none"> <li>a) Ensure all systems are maintained</li> <li>b) Ensure all statutory (including licensing) requirements are discharged, conforming to all Health &amp; Safety procedures including any new legislation.</li> <li>c) To act as a Licensee / DPS to the venue when required</li> <li>d) Liaise in setting budgets</li> <li>e) To maximise the events diary and assist in expanding the commercial viability of the venue.</li> <li>f) Continually review systems for suitability and potential upgrading.</li> <li>g) Ensure that budget reports (show) are compiled and disseminated within 48 hours (where possible) of event completion.</li> <li>h) To be able to demonstrate competency to the position by possession of an IOSH certificate.</li> </ul> </li> </ul> |

**Excellent product**

- The constant development and maximisation of the venue and events diary, expanding the commercial viability of the venue, working closely with the VMS Promoters and Bookers.
- To proactively seek and help evaluate potential new business opportunities.
- Collaborate with colleagues from across VMS Live, to develop and maintain standards and policy for this area.
- Venue marketing for all live and club events, including engaging with the venue's social media outlets under the direction of the Head Marketing & Ticketing.

**Management of Staff**

- Provide clear leadership and direction for the venue team against the company's vision and business plan;
- Ensure that all staff within your control are managed to the standards as laid out in their job descriptions;
- Take responsibility and lead on recruitment, training and on-going performance management for all venue staff that enables development in line with wider organisational goals;
- Be accountable for your own, and your team's, development through an on-going performance management plan, seeking out opportunities to learn new skills, creating a high performing, cohesive and inspired team, and where possible plan for adequate succession management;
- Ensure that annual appraisals and staff files are maintained for all permanent staff, and that appropriate performance management is in place for all staff.
- Ensure the effective, timely and relevant flow of information via daily briefings, regular meetings and ensuring the lines of communication run consistently throughout the business;
- Manage upwards as well as downwards;
- Foster a culture of involvement and engagement, with individual commitment and responsibility, enthusiasm, confidence, accountability, teamwork, collaborative action, cooperation and open communication;
- Utilise and deploy the team's individuals to optimise resources and enable continuing development of individuals;
- Maintain, update and manage all records electronically.
- Develop a culture of celebrating excellence within the team, to be shared with customers in a variety of ways.
- Ensure the team is smart, polite and helpful at all times.
- Ensure all complaints are welcomed, dealt with promptly and efficiently and followed through to an agreeable solution.

**Business Strategy Development:**

- Work with Regional Manager and the organisation's leadership team to define and implement the venue strategy;
- Create and deliver a resilient, comprehensive, consistent and coherent business plan for the venue that delivers a high-quality operation across all departments designed to maximize customer satisfaction, profitability, and market share;
- Be innovative and forward thinking and take responsibility for the implementation of the business strategy, plans and budget, rigorously challenging normal ways of working and meticulously reviewing contracts and procurement to deliver efficiencies while creating consistently high service levels;
- To closely work with the Senior Management Team to develop, plan and support revenue generating strategies;
- Ensure that business plans and employees are aligned with VMS brand.

**Health and safety**

- Lead on the venue's safety procedures, taking a proactive approach through training, management and review.
- Ensure all systems are maintained, ensuring that all statutory

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|   | <p>(including licensing) requirements are discharged, conforming to all Health &amp; Safety procedures including any new legislation and best practice.</p> <ul style="list-style-type: none"> <li>• Identify key priorities and areas of risk and incorporate these into a thorough and comprehensive maintenance planning regime to sustain optimal operational effectiveness.</li> <li>• Ensure the safe use of machinery and equipment to minimise any risk of injury.</li> <li>• Ensure the security of cash handling and other assets at all times.</li> <li>• Be responsible for customer's safety by ensuring all staff are aware of lock up, H&amp;S, fire evacuation and emergency procedures, arranging training/drills as necessary.</li> <li>• Be responsible for the compilation of risk assessments and H&amp;S compliance. Keep records as required.</li> <li>• Ensure all relevant licences are in place and adhered to.</li> <li>• To act as a Licensee / DPS to the venue when required</li> <li>• Attend all necessary training courses</li> </ul> |
| Vision and values   | <ul style="list-style-type: none"> <li>• Understand and demonstrate the behaviours that underpin our values;</li> <li>• Ensure that your team understand their role in achieving our vision and objectives.</li> </ul>   |
| Other   | <ul style="list-style-type: none"> <li>• To always look for, develop and implement improvements;</li> <li>• Develop a rapport with all employees across the VMS portfolio of businesses to build team spirit and a positive, respectful, company culture in line with the company vision and values;</li> <li>• Be an advocate for the venue and VMS Live</li> <li>• Any other tasks which are reasonably requested, for the better performance of your duties or for the achievement of our vision.</li> </ul>  |
| Accountability - the effectiveness of the position will be measured by: | <ul style="list-style-type: none"> <li>• Achievement of operational profitability and targets.</li> <li>• Level of staff performance, motivation and morale within the venue.</li> <li>• Succession planning and development of staff.</li> <li>• Commercial expansion of the venue diary.</li> <li>• Customer experience feedback.</li> <li>• Statutory matters (including licensing) being effectively discharged.</li> </ul>  |

# Person Specification

**Role title:** Venue Manager

**Evidence sources** AF = application form | IV = interview | Test = test | Ref = references

| Section   | Criteria   | Essential | Desirable | Source      |
|---|--|-----------|-----------|-------------|
| Education, vocational training and qualifications | Management qualification   |           | √         | AF, IV      |
|   | Health and Safety qualification, e.g. IOSH certificate   |           | √         | AF, IV      |
|   | To hold and maintain a full driving licence  | √         |           | AF, IV      |
| Experience  | At least 2 years substantial general management experience in a similar, quality, organisation   | √         |           | AF, IV      |
|   | At least 5 years' operational experience in a similar organisation   | √         |           | AF, IV      |
|   | Experience of setting and managing significant budgets and P&L's   | √         |           | AF, IV      |
|   | Track record of successfully managing continuous improvement initiatives   |           | √         | AF, IV      |
|   | Track record of delivering performance targets, encompassing commercial activity in excess of £500k plus a variety of other income strands | √         |           | AF, IV      |
|   | Experience of planning resources to deliver against a business plan  | √         |           | AF, IV      |
|   | Experience of delivering through others, both within and outside of a line management capacity   | √         |           | AF, IV      |
| Technical skills and abilities                    | Proven experience with setting and achieving high standards  | √         |           | AF, IV      |
|   | Customer focused approach  | √         |           | AF, IV, Ref |
|   | Project management skills and experience   | √         |           | AF, IV      |
|   | Excellent communicator with a passion to inspire others  | √         |           | AF, IV      |
|   | Robust understanding of our key (potential) customer segments  | √         |           | AF, IV      |

| <b>Section</b>                                 | <b>Criteria</b>  | <b>Essential</b> | <b>Desirable</b> | <b>Source</b> |
|--|--|------------------|------------------|---------------|
|  | Problem solver and innovator   | √                |                  | AF, IV        |
|  | Ability to use Microsoft Office applications to an intermediate level                        | √                |                  | IV            |
| Interpersonal skills and other characteristics | Honest   | √                |                  | IV, Ref       |
|  | Considerate  | √                |                  | IV, Ref       |
|  | Responsible  | √                |                  | IV, Ref       |
|  | Resourceful  | √                |                  | IV, Ref       |
|  | Energetic  | √                |                  | IV, Ref       |
|  | Passionate about music   | √                |                  | AP, IV, Ref   |
|  | Strong networking and stakeholder management skills  | √                |                  | AP, IV        |
|  | Flexible and able to quickly respond to business needs                                       | √                |                  | AP, IV, Ref   |
| Motivation and commitment                      | Energetic, self-motivated and able to lead   | √                |                  | IV, Ref       |
|  | Be able to, and enjoy, working tactically one moment and operational the next                | √                |                  | IV, Ref       |
|  | Ability and willingness to work flexible hours, including weekends, holidays and late nights | √                |                  | IV, Ref       |