

# PUB CULTURE

CREATIVE HOSPITALITY



## **Job Description** **Operations Director**

**Tenure**  
Permanent

**Salary**  
£45 - £55k pa

**Location**  
Sunderland City Centre



**THE  
ENGINE  
ROOM**



# ABOUT US: PUB CULTURE / THE FIRE STATION



## MUSIC

The Fire Station is a new state-of-the-art entertainment and hospitality venue in the heart of Sunderland's rapidly developing cultural quarter.

Our Auditorium, designed for live music, theatre and dance has dual capacities of 550 seated or 800 standing. We seek to attract more than 80,000 customers over the coming year to enjoy our carefully curated programme of more than 200 performances and great nights out, across all genres from Rock and Pop, Indie, Club Nights and Electronic to Classical Performances, Folk, Jazz, Americana, Comedy and Spoken Word.

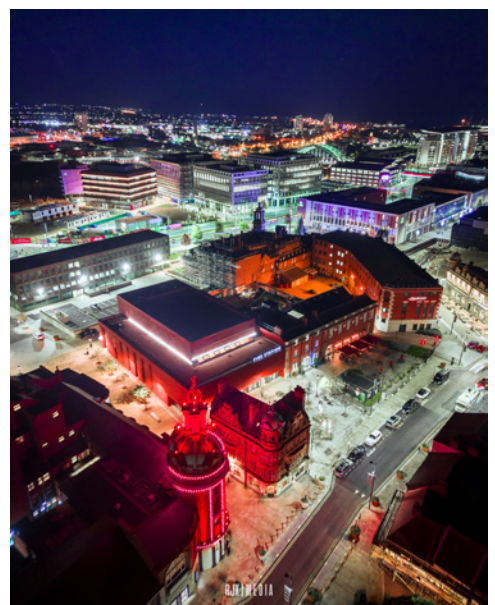
In addition to our main stage, The Parade Ground, a 600-capacity outdoor performance space with an external integrated stage and outdoor bar has recently been completed and will play host to a series of festival style public-ticketed and private-corporate events this summer.



## HOSPITALITY

Whilst music takes centre stage at The Fire Station, hospitality is at the heart of all that we do. The Fire Station Foyer Bar provides pre- and post-performance hospitality to gig goers by night, whilst hosting our corporate and conference clients by day. In our adjoining building sitting inside the lovingly restored Old Fire Station, the Engine Room is the perfect place to enjoy a meal before visiting the theatre, mark a special occasion or simply meet with friends for a fun night in the city.

Adjacent to The Fire Station, The Dun Cow our wonderfully ornate, grade 2 listed 'Edwardian Gin Palace' is The Fire Station's next-door neighbour and is a perfect example of everything that a traditional British public house should be. Our exceptional venues alongside The Peacock Public House and The Empire Theatre form Sunderland's 'Cultural Quarter' and are at the heart of the city's ambitious regeneration project.





## OVERVIEW:

To lead on Customer Service, Colleague Development, Commercial Operations and Public Safety.

A strategic leadership role, responsible for the professional, commercial and safe operation of Pub Culture's Sunderland portfolio, which includes The Fire Station Auditorium, The Engine Room Bar and Restaurant and The Dun Cow Public House.

The Operations Director reports directly to the Chief Executive Officer and to the Company Board by way of a monthly report and presentation.

## PERSON SPECIFICATION

You will be an experienced leader with a strong track record in Live Events and/or Hospitality settings. You will be meticulous about public safety and customer service and a keen commercial operator.

### Strategic Leadership

- As a member of our directors' team, you will contribute to the strategic direction of the company.
- You will review the competition and stay abreast of hospitality and live events industry developments, bringing the best of these to our business.
- You will set targets and standards for our operational teams to achieve and drive our organisation to meet these goals.
- You will report to the board on a monthly basis, updating on the performance of your areas of the business and your teams.

### Operational Leadership

- You will lead the Operational Teams at both The Fire Station Auditorium, The Engine Room Bar and Restaurant and The Dun Cow Public House ensuring the venues and our events run smoothly and in a safe and controlled manner.
- Be present during events and key trading days, leading and directing the team and overseeing all operations.
- Monitor event performance and gather feedback to improve future events.
- Directly line manage the Commercial & Operations Manager, The Bars and Restaurants Operations Manager and our Executive Chef, coaching and mentoring this management team.
- Take responsibility for the scheduling of the duty management rota, ensuring we have adequate cover for building management and fire evacuation at all times.
- Public Safety will be paramount in all areas of your work including safe Event Management, Fire Evacuation and Counter-terrorism.

# KEY AREAS OF RESPONSIBILITY:

## Commercial Leadership

- You will drive sales across all in-venue revenue streams, including Food & Beverage, in-venue Ticket Sales and Merchandise.
- Introduce initiatives and targets for our colleagues to promote a sales focused approach, coach colleagues to increase average spend per customer.
- Work closely with our Sales & Marketing Director to plan and execute marketing initiatives for our food and beverage and operational departments.
- Develop our client network, developing new leads and winning new business.
- Work with our supplier base to ensure we are getting best value across all operational purchasing.
- Manage and maintain our Gross Profit margins for both wet and dry stocks.
- Monitor and control costs, for costs of goods purchased and direct expenditure in line with budget, ensuring we achieve our gross profit margins.
- Monitor and control spending on payroll, actively flexing our staffing levels to maximise efficiency.



## Food and Beverage

- Lead our Food and Beverage management teams, our Bars and Restaurant Manager and Executive Chef.
- Work with our F&B teams to ensure that we are presenting an attractive, seasonally appropriate and profitable wet offer at all times.
- Work with our Executive Chef and Kitchen Team to drive forward the standards of cuisine across all our venues.
- Take responsibility for our licensed activities, acting as Designated Premises Supervisor and ensuring we are operating safely and within the law.

## Event Design & Delivery

- You will work closely with the company director group to design, develop and deliver a series of events and activations throughout the year.
- Liaising with third party providers such as street food and retail vendors as well as external stakeholders such as the City Council to curate stimulating, commercial events.
- You will lead on the activation of these events, leading our teams from the front to plan and deliver these.
- You will debrief beyond events, measuring their performance and refining our approach in the future.





## People Management

- Take responsibility for the Training and Development of all customer facing colleagues at Pub Culture, ensuring colleagues are appropriately trained and given the skills and experience needed to succeed.
- You will foster and promote a 'one team ethos' at Pub Culture cross training colleagues across all front-of-house departments, from restaurant and bars to ticket office, merchandise and customer service, enabling a seamless customer experience throughout.
- You will lead on all HR matters at Pub Culture, taking responsibility for the recruitment and onboarding our new team members and dealing with any complex colleague situations.
- Design and deliver training for our front of house colleagues, developing training and procedural manuals and arranging and delivering training to all our in-house teams.

## Technology and Innovation:

- Implement and manage technology solutions that enhance operational efficiency and customer experience.

- Stay updated on emerging technologies and innovations in the hospitality and live events industry, bringing the best of these to our business.

## Estate Management

- Take responsibility for the proactive management of our estate, managing facilities contracts, and contractors who maintain our buildings.
- Oversee our maintenance systems, ensuring that equipment and facilities are managed and maintained.
- Control our maintenance budgets, ensuring best value is achieved for all repairs and refurbishment.

## Health & Safety

Take responsibility for health and safety at pub culture, leading our health and safety committee and making sure our venues are safely managed including:

- First Aid
- Fire Safety
- Food Safety
- Safeguarding



# PERSON SPECIFICATION

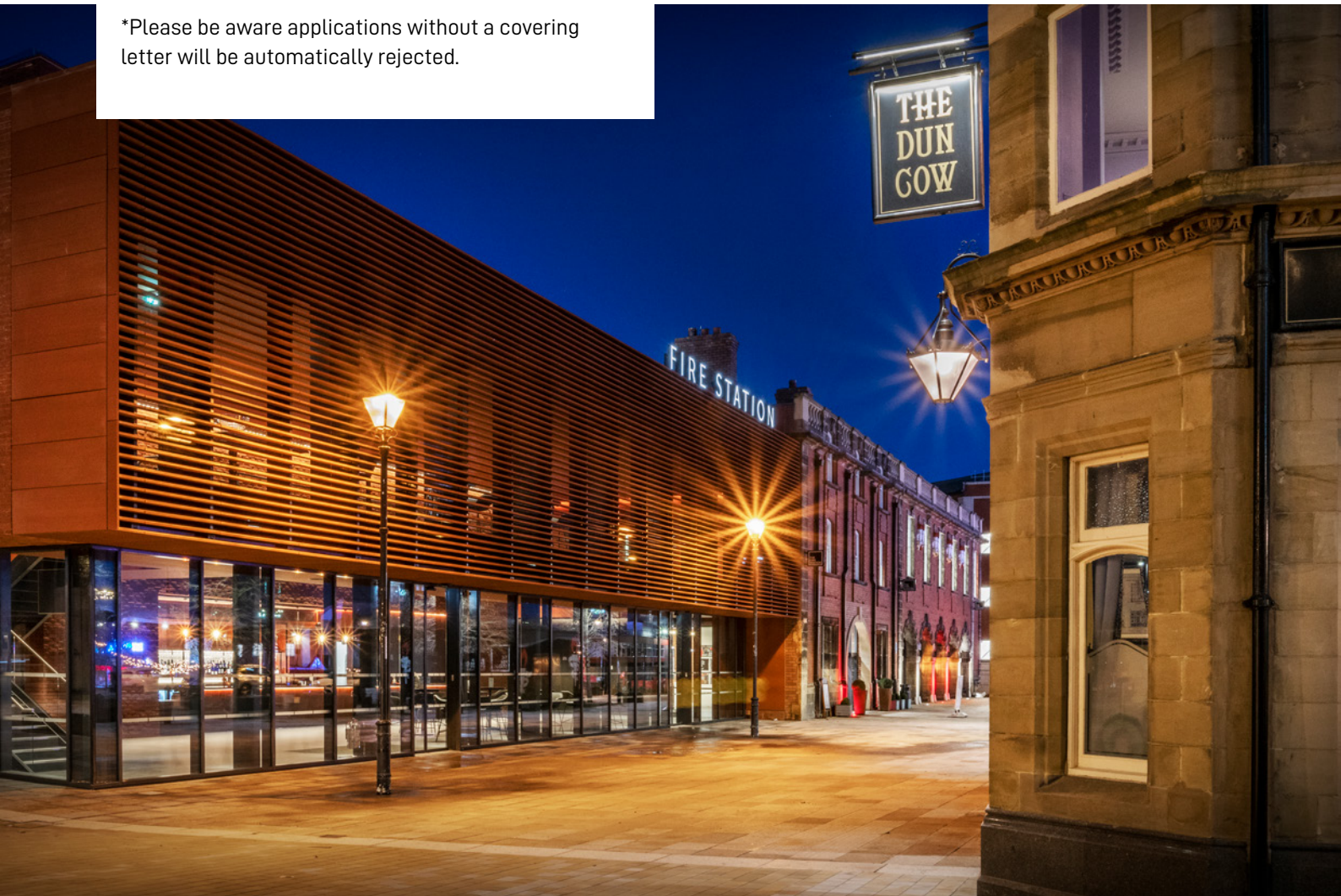
KEY COMPETENCIES	ESSENTIAL	DESIRABLE	ASSESSED BY
<b>Knowledge and Experience</b>	<p>Extensive experience of live event and hospitality management.</p> <p>Highly experienced in leading on public safety procedures and training.</p> <p>Experience in and commitment to providing a first-class customer experience.</p> <p>Experience in the development and delivery of detailed customer service and procedural training.</p> <p>Experience of managing and motivating a team, including; rota management; staff development; undertaking 1-2-1s and appraisals.</p> <p>Experience of recruitment and onboarding.</p> <p>Demonstrable experience of managing building operations in a public facing venue.</p> <p>Experienced in safety legislation, implementation of safe systems and developing a safety culture.</p> <p>Experience and commitment to implementing best practice in Environmental responsibility and Sustainability in building management/a public venue.</p> <p>Experience of budget planning and management.</p> <p>Excellent IT &amp; Presentation Skills</p>	<p>Experience of working in a hotel / conference / events live venue setting.</p> <p>4/5* Hotel or similar quality F&amp;B experience.</p> <p>Experience working with Flow Training or similar online training tools.</p> <p>Experience with working with 'Deputy' or similar colleague scheduling tool.</p> <p>Experience of using 'Indeed' or similar online recruitment tools.</p> <p>Experience of working with Yes Plan or similar venue management system.</p> <p>Experience of using 'Safety Culture' or similar building and H&amp;S management system.</p> <p>Experience with 'Microsoft Excel' and Approval Max or other Purchase Order system</p> <p>Proficient in Microsoft Power Point and experienced with Microsoft TEAMS or similar system.</p>	Application and interview
<b>Education</b>	<p>Proven track record of education with good standards of literary &amp; mathematical skills.</p> <p>Trained in Venue and Food &amp; Beverage Management.</p>	<p>Degree or Foundation Degree in event management, hospitality, business, marketing or similar.</p> <p>Personal Licence Holder.</p> <p>Qualifies First Aider.</p> <p>Fire Marshal Trained.</p>	Application and interview

KEY COMPETENCIES	ESSENTIAL	DESIRABLE	ASSESSED BY
<p><b>Personal Qualities</b></p>	<p><b>Leader:</b> A Natural Leader, motivator of people, a Player-Manager who leads by example.</p> <p><b>Hard Worker:</b> Ready and willing to work 5 days from 7 including weekends and evenings and do what ever it takes to get the job done.</p> <p><b>Communicator:</b> Ability to relate to, and communicate with different audience groups, and team members.</p> <p><b>Resilient:</b> Ability to overcome challenges, by seeking solutions, asking for help, and teamwork.</p> <p><b>Collaborator:</b> Ability to work with other leaders and other functions, supporting one another together to reach a collective goal.</p> <p><b>Creative:</b> Commitment to taking the initiative and finding imaginative solutions to problems.</p> <p><b>Efficient:</b> Ability to manage workloads and multiple priorities.</p> <p><b>Ethical:</b> A commitment to core principles of equality, diversity, and inclusiveness and to environmental responsibility and sustainability.</p>	<p>An interest in and commitment to Restaurants &amp; the Licensed Trade.</p> <p>An interest and commitment to Live Music or another cultural genre.</p> <p>A current Drivers License.</p>	

# HOW TO APPLY

Please read the job specification and criteria carefully. Please submit your application including a CV and Covering Letter\* via indeed, by following the link [here](#).

\*Please be aware applications without a covering letter will be automatically rejected.



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