

# General Manager

## Love Lane Brewery

---

REPORTING TO: CEO

LOVE PACKAGE: £40–£45K + BENEFITS



### Overview of the role

---

The General Manager is vital to the success of the **Love Lane Brewery** and its brands. As GM of our **commercial hospitality business**, you will be responsible for the performance of all aspects of the **bar, kitchen and events space**. You will be responsible for the overall strategy, commercial activity and people plan which will see **Love Lane** become an outstanding hospitality venue in Liverpool. Your key focus will be building a great team to deliver a unique and memorable dining experience for all.

### Key responsibilities

---

- Driving the **commercial success** of **Love Lane Brewery**
- Developing and driving our **experiential business** i.e. gin and beer tastings and tours
- Driving in-house **Love Lane brand engagement**

### Commercial success

---

You will be responsible for;

- Ensuring there is a clear **business plan** in place, with ambitious targets and clear measures of success
- Building your **knowledge of the market** and your competitors to drive decisions and open new opportunities for revenue and growth
- Controlling **operational costs** throughout every department and creating timely and transparent reporting on the business
- Creating a **pro-active approach** to any forecasted sales and profit shortfalls to budget
- To look for ways to **protect the profit without compromising** the guest experience
- To **maximise the space** and facilities available, making every inch count.

Continued overleaf

## Love Lane experiential

---

You will be responsible for;

- Overseeing **all operational aspects** of our award-winning beer and gin tours, gin schools, cocktail classes and events
- Ensuring our **retail areas** are maintained, presentable and ready to wow our guests at every opportunity
- Looking at best-in-class to ensure our **guest experience is outstanding**
- Actively look for ways to **drive awareness** and build customer loyalty.

## Maximising brand engagement

---

You will be responsible for;

- Developing our operations manual to **drive achievement** of both commercial and customer satisfaction KPIs in order to grow the brand
- Support the development of the **Love Lane** brand through creation of **brand ambassadors** within our people and guests
- Building, driving and motivating an **outstanding team**
- Ensuring your team can identify and act on every opportunity for **growing sales** and **promoting** the brand.

## Key measures

---

- Internally agreed KPIs
- Guest feedback / Tripadvisor
- Financial performance
- Social media engagement
- Health and safety audits
- EHO reports

## Person specification

---

- You will be a 'glass half full' kind of person, **positive and up for the challenge**
- You will be **intelligent**, not just 'smart' but have an **insatiable curiosity to learn**, rather than learning for learning's sake
- You will have a **strong work ethic** and a natural tendency to do something as well as it can possibly be done
- You will **care about people** and have a connection to how others feel and how your actions make others feel
- You will do the right thing. With **self-awareness** and **integrity** to be accountable for operating with honesty and superb judgement
- You will genuinely love the art of **good service**.

## How to apply

---

Please send your covering letter and CV to [work@lovelanebrewing.com](mailto:work@lovelanebrewing.com)