

# CURZON

## GENERAL MANAGER

### Curzon

Curzon is the UK's first fully integrated independent film company across production, distribution and exhibition. Curzon is using its 85-year-old prized brand to build a film content-led business that provides unforgettable films in quality surroundings via its Curzon-branded cinemas and digital channels.

### Purpose of the Role

The General Manager will be responsible for the whole operational running of the assigned cinema. This includes leading the team on a day-to-day basis in all operational issues, to deliver an exceptional customer experience, grow admissions and F&B spend, maximise profitability, whilst ensuring health and safety and food safety standards are kept high all times whilst meeting the legal requirements.

### Role Responsibilities

- Ensure that your venue delivers an exceptional customer experience.
- Have a pro-active, can-do attitude in delivering the best customer experience by maintaining high standards, taking professional pride in how you, the team and the cinema looks.
- Encourage the team to grow memberships and admissions in the cinema, in line with budgets
- Have a thorough working knowledge of all Curzon products and find opportunities to promote and sell them, including membership, Food and Beverage, Curzon Film and Curzon Home Cinema.
- Ensure the management team acts as a point of escalation for any customer queries.
- Manage the recruitment, training and induction of new cinema staff in line with the brand values.
- Ensure the management team has inducted and trained new members of the Curzon team and provide them with training, coaching and mentoring in accordance with our values.
- Manage the Employee Relations of your team and ensure that employment legislation is adhered to at all times.
- Effectively direct, lead and motivate the management team by communicating regularly and clearly and maintaining a fair and respectful working environment.
- Delegate tasks and organise the team in a fast-paced bespoke customer service environment.
- Control costs related to labour, stock, and facilities management by monitoring orders and usage and reactive maintenance callouts, in line with budgets.
- Work with the Events team to ensure all hires are delivered successfully and according to expected requirements.

- Ensure film scheduling and programming for the cinema are planned as required to optimise admits as well as Food and Beverage revenue.
- Be the first line of technical support.
- Liaise with central support functions, external contractors/bodies etc on matters relating to the successful operation of the cinema.
- Establish and maintain relations with the local community, businesses and media to enhance the image of the company and to inform them of relevant developments within the company, its products and services as requested by the Regional Manager as part of the grassroots marketing campaign.
- Responsible for full site compliance with health and safety, financial and security policies and procedures and audits.
- Be vigilant at all times and know the lines of communication and emergency procedures, taking appropriate action to ensure personal safety and security of both customers and colleagues.
- Be aware of all Health and Safety and licensing requirements to ensure that they are adhered to so that the company's responsibilities are not compromised.
- Comply with Curzon's policies and general operational standards and procedures at all times.
- Undertake appropriate training and professional development as determined by your managers.
- Undertake any other duties as may be reasonably required for an efficient cinema operation.
- Act as an ambassador for Curzon at all times by demonstrating Curzon Brand Values and ensure your team does the same.

### **Person Specification**

- Previous experience of successful management in the cinema or hospitality industry.
- Proven experience of successfully leading and motivating a team to meet business targets.
- Experience of developing employees and managers through training, coaching and mentoring.
- Experience of recruiting and managing staff, with an awareness of good HR practice.
- A strong and effective communicator.
- Financially aware and successful track record of managing profit & loss accounts.
- Passionate about delivering a premium quality guest experience.
- Flexibility and a 'can-do' attitude with a positive and proactive approach to change.
- Professional demeanour, dedicated work ethic, self-motivated, shows initiative & attention-to-detail.
- A genuine and demonstrable interest in film, cinema and a passion for Curzon and what it stands for.
- A drive to make Curzon the best independent cinema company in the UK.
- The willingness to work a variety of shift patterns as required by the business needs, including evenings and weekends.
- Previous experience of running successful marketing campaigns.
- Technology literate.