

HOLYROOD

DISTILLERY

Role: General Manager, Brand Home
Reports to: Brand Operations Director
Level: Senior Manager

Summary:

With proven and exceptional commercial acumen, the General Manager will shape and deliver the Brand Home strategy. They will ensure alignment of the Brand Home with Holyrood's unique brand positioning, whilst maximising community, collaborative and income generating opportunities. Reporting directly to the Brand Operations Director, this role will be responsible for the success of all Brand Home activities, managing and coaching a team to deliver. The post-holder will manage and monitor performance of the team (through management staff, in some instances) and establish metrics to track success. They will identify, propose and implement opportunities for continual improvement and enhancement of the Brand Home experience; and proactively represent the Brand Home and Holyrood Distillery both internally and externally at a senior level.

Essential Duties and Responsibilities:

Strategic and Commercial

- Shape and execute the Brand Home strategy (experience/tours/bar/retail programme and products) – ensuring alignment with brand position/mission; maximising meaningful opportunities to collaborate and engage with a wider audience; while being focused on commercial return. Ensure the Brand Home programme is developed in consideration of, and in collaboration with, wider Brand Ops/Distillery colleagues; to ensure maximum success.
- With colleagues in the wider Brand Operations Dept, develop and maintain a calendar for marketing the Brand Home offer, including 3rd parties, agents, trade, online, print and referral/recommendations. Manage and develop relationships with key customers/trade, including identifying and representing at key customer/trade events throughout the year.
- Collaborate with other senior colleagues, and finance team, to ensure exemplary management of all Brand Home stock, and spending, and appropriate and timely use of financial/stock control systems.
- Build and maintain connections with Edinburgh tourism/hospitality industry. Identify partnering /collaboration opportunities with other tourism and hospitality providers; lead these relationships.
- Identify additional income generating opportunities and support business plan development.

Operations and Experience

- Through and alongside a management team, oversee Brand Home operations - ensuring optimal advance planning, functionality, responsiveness and safety with a focus on an exceptional visitor experience. Establish metrics to track performance.
- Ensure processes in place for efficient and effective management of bookings and enquiries process for all customer types.

- Oversight of recruitment, induction, training, coaching and succession planning for Brand Home team members. Ensuring staffing budgets are managed with optimal efficiency whilst providing the best experience.
- Oversight of Health and Safety, maintenance, cleaning and presentation standards of the Brand Home, inside and out. Ongoing coordination with Distillery Manager as appropriate, and led day to day via Brand Home management team.

Other/General

- Act as a key holder, taking responsibility for security and access of the building and completion of opening/closing procedures. Key holder duties include being on a 'call out' list in event of emergency.
- Deputise for Brand Operations Director as required.
- Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to a supportive and inclusive Holyrood working family.

Position Requirements:

Essential

- Demonstrable and exceptional leadership and people management skills in a world class hospitality/tourism setting.
- Deep understanding of the tourism/hospitality industry, and in particular of the challenges and opportunities for businesses in Edinburgh/Scotland.
- Proven commercial acumen – demonstrating understanding of economic, efficient, effective and environmental spending/investment. Targets-driven.
- Experience in conflict resolution; ability to utilise de-escalation techniques, including diplomacy and empathy when dealing with escalated situations and conflict.
- Ability to think on feet and adapt to circumstances in a high-pressure environment.
- Excellent verbal and written communication skills. Willingness to disagree and debate to ensure full discussion and the best decisions possible.
- Excellent IT skills including Microsoft Word and Excel; and experience of using sales and booking software.
- Interest in, or passion for, spirits and/or whisky industry.

Desirable

- Knowledge of First Aid, Health and Safety, and Licensing issues
- WSET or other similar spirits-knowledge training
- Building/facilities management experience
- Personal licence holder

Schedule: This is a full-time role, with some weekend and evening working required (40 hours over 5 days). The successful candidate will also have the responsibility of being a call-out keyholder so should live within 25mins travel of the distillery. Schedule flexibility required.

Benefits Include: SmartHealth, educational budget within the spirits industry, cycle to work Scheme, staff discounts, and an annual free booze allowance!