

## Lancaster City Council - Job Description & Person Specification

<b>Job Title:</b>	Operations Manager (Williamson Park)	<b>Grade:</b>	GG511	<b>Job Code:</b>	LCC308
<b>Service/Team:</b>	Community	<b>Role Type:</b> <b>*Delete as appropriate</b>	FIXED	<b>Reports to:</b> <b>*Title &amp; LCC Code</b>	Chief Officer Environment and Place
<b>Line Manages:</b> <b>*Title/s &amp; LCC Code</b>	Supervisory management team, zoo keeping and grounds maintenance staff.				

Job Overview
<p><b>Overview</b></p> <p>Undertake overall facilities and operational management of Williamson Park, including Café, Shop, Zoo, groups, Weddings and Events, ensuring the highest possible standards at all time. Be the custodian and ambassador for the historic elements of the parks facilities whilst focussing on development, improvement and income generation.</p> <p>Reporting to the Chief Officer (Environment and Place) and working closely with others, you will assist in delivering the strategic goals linked to the Council's Priorities. You will be responsible for building partnerships, identifying new business opportunities, maintaining extensive knowledge of parks management, commercialisation and horticulture.</p>
Direct Responsibilities
<ul style="list-style-type: none"> <li>To be responsible for the day to day operational management and constant development of Williamson Park and all the associated facilities including Events, Weddings, Café, Zoo, retail and grounds .</li> <li>To fully understand the council's priorities and actively promote, develop and maintain the Council's approach to Williamson Park, to ensure the delivery of corporate / directorate objectives.</li> <li>To manage, plan and co-ordinate the activities of the delivery teams at Williamson Park. Ensuring effective and efficient use of available resources and to continually review all service areas to ensure improvements in service delivery, both operational and financial.</li> <li>Be responsible for the management and supervision of employees, including performance management, recruitment and selection, team building, employee development, sickness absence management and discipline.</li> <li>To ensure business resilience and personal development for all through performance appraisals, learning and development, succession planning</li> <li>To provide direction for the supervisory teams for daily operations and events.</li> <li>To take lead role on staff inductions to stress the importance of delivering the highest possible standards.</li> <li>To be an advocate for outstanding customer service. Take a lead role in developing customer service and arranging training and development for all staff to ensure standards are maintained. Mentoring staff to raise awareness of the importance in adopting a commercial approach.</li> <li>To ensure that systems are in place for properly reporting performance information required in relation to all aspects of the Williamson Park both internally and externally. You will assist in setting new targets which</li> </ul>

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will maximise financial performance and reduce operating costs for the council. You will then use these reports to forecast future performance.

- To identify potential new partners and customers and pursue possible business opportunities to help the council achieve its commercialisation ambitions.
- To promote pursuit of additional funding and income generation for all areas of Williamson Park
- To be the responsible spending officer for all financial elements relating to Williamson Park ensuring the budget and resources provided to deliver the service are utilised in the most effective, efficient and economical manner. This includes producing detailed reports on financial performance.
- To work closely with the marketing officers to ensure campaigns, services and opportunities are successful and lead to maintaining existing customers and increases in income.
- To ensure that jobs logged on the customer service centre database are dealt with in an appropriate and timely way in line with corporate policy and that information is provided to the customer service centre on progress of the enquiry or complaint.
- To manage in a joined up and integrated way with other service areas, Council departments and external agencies.
- To maintain a positive relationship and lead the Friends of Williamson Park, highlighting funding opportunities and directing their focus towards the strategic aims of the council.
- Ensure compliance with health and safety requirements for employees and facilities and work with colleagues from Property and Health & safety to ensure compliance at all times in areas including risk assessments, legionella, fire risk assessments, access statements etc.
- To ensure Council policies and procedures are adhered to at all time across the facilities.
- To represent the service and attend meetings when requested by the Chief Officer, Environment and Place.
- Undertake any training and development appropriate to the current and future needs of the post, including regularly increasing your continuous professional development (CPD) at seminars and conferences.
- To be the primary key holder of all facilities at Williamson Park including cash safes.
- To ensure marketing opportunities are maximised to ensure throughput is realised. This includes links with Tourism, Marketing Lancashire, Visit England, Taste Lancashire, Green Flag etc
- To ensure that all facilities and offers are managed and maintained as a safe environment for visitors.
- To ensure The Councils audit and financial procedures are adhered to during all operations of the park to show due diligence and lower risk to the authority.
- Oversee the operation of all the facilities at Williamson Park including and continuing to develop its offer.
- To oversee the event booking and management within Williamson Park in line with council policy.
- To champion both the park and the council externally to ensure strategic corporate ambitions are met.
- The post holder must also undertake other duties, appropriate to the grading of the post, as required.

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### Primary Measurable Objectives

- Use innovation, technology and partnership with others to help improve the efficiency of service, improve customer satisfaction and reduce our impact on the environment
- Subsidy of the overall park work is decreased, but overall offer increased through investment, innovative working, use of technology and generation of income
- To make Williamson Park recognised as a national visitor attraction for leisure, conferences and weddings.
- Increase visitor numbers to our major parks with national recognition via, Green Flag, In Bloom and other awards.
- Increased amount of time contributed by volunteers in our parks and open spaces
- National recognition for our approach to managing our parks and open spaces.
- Use digital and other technology to provide quality services
- More customers satisfied with the service we deliver
- We will be financially sustainable and money will be spent effectively and efficiently

### Staff Management Responsibilities

- Catering Supervisor
- Wedding Coordinator
- Events Supervisor
- Support Service Assistant
- Zoo Keepers
- Grounds staff

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Person Specification			
Knowledge & Educational Requirements	Essential Criteria	Desirable Criteria	Assessed by: App Form, Interview, Certificate, Test, Other...
<b>Specialised Qualifications &amp; Training</b>	Holder will need to hold relevant qualification in management, business, zoology or horticulture		App Form, Interview, Certificate
<b>Experience</b>	Operational Management Financial Management Staff Management Health & Safety	Asset Management Environmental Management Visitor Attraction Management	App Form, Interview
<b>Job Related Skills, Knowledge &amp; Abilities</b>	People Management Leadership Health and Safety Demonstrating value for money Communications Collaboration and enhancing efficiency		App Form, Interview
<b>Personal Attributes</b> Including Interpersonal & Communication Skills	Computer Literacy Excellent Communicator Emotional Intelligence Ability to change leadership styles Organisational skills	Commercial entrepreneurship	App Form, Interview
<b>Special Requirements/Other</b>			App Form, Interview

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### Additional information

#### Lancaster City Council Specific Knowledge

Once in post, demonstrate:

Understanding, implementation and adherence to Lancaster City Council's policies and procedures.

Understanding, implementation and adherence to Our Values.

Understanding of the post holder's own and their team's contribution to the Council's Corporate Plan.

#### General Statement

The above duties and responsibilities do not include or define all tasks that may be required of you. Duties and responsibilities may vary without changing the general character or grade of the role.

As a normal part of your job, you are expected to routinely undertake corporate activities on behalf of your Directorate, appropriate to grade of the role.

#### Learning and Development

You are expected to undertake any training and development appropriate to the current and future needs of the post.

#### Health & Safety at Work

All members of staff are responsible for fulfilling their health and safety roles and responsibilities, as outlined in the Job Description above. It is the employee's responsibility to ensure that they are familiar with the Council's health and safety policy, procedures, work instructions and relevant risk or other health and safety assessments pertinent to their work tasks, and that they carry out their work tasks in accordance with the significant findings of such.

#### Equal Opportunities

Lancaster City Council is an Equal Opportunities employer and has equal opportunities policies with which you are expected to comply at all times. The City Council condemns all forms of harassment and is actively seeking to promote a workplace where employees are treated with dignity, respect and without bias.

#### Climate Emergency

You will be expected to conduct your work activities in a way that demonstrates understanding of, and alignment with the requirements of delivering the Council's response to the Climate Emergency.

#### Community Safety

Section 17 of the Crime and Disorder Act requires local authorities to consider the community safety implications of all their activities. Officers of Lancaster City Council should have an awareness of community safety and consider any community safety implications within their own area of responsibility.

#### Safeguarding

Lancaster City Council delivers a range of services and activities that impact on the lives of children both directly and indirectly. Safeguarding children, ensuring their welfare, safety and health is of paramount importance. We are committed to providing safe and supportive services that will give children the opportunities to achieve their full potential.

<b>Employee Signature:</b>		<b>Print name:</b>		<b>Date:</b>	
<b>Manager Signature:</b>		<b>Print name:</b>		<b>Date:</b>	