



Job Description

This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.

Post Details	
Job Title	General Manager – Dinton Activity Centre
Job Reference	713399
Service	Resources & Assets
Team	Commercialisation & Finance Support
Location	Dinton Activity Centre
Reports to	Head of Commercialisation & Finance Support
Responsible for	Direct Line Management activity team leader and support the Event manager.
Grade	R G10
Contract Type	Permanent Full Time
Hours	37

Main Accountabilities	
1.	Lead, inspire, and develop the Centre team and Events through clear standards, effective training, coaching, and succession planning, ensuring staff are motivated, supported, and equipped to deliver excellent customer service and achieve ambitious targets.
2.	Oversee both the activity and support events efficient operations and compliance by managing resources effectively, monitoring performance, responding to emergencies, and actively contributing as a senior leader across meetings, health and safety, and wider Centre management.
3.	Build strong stakeholder relationships with on-site and wider Country Park partners, including Park Services, third-party contractors for catering, car parking, and other concessions, to ensure seamless operations, commercial growth, and a consistently high-quality visitor experience.
4.	Work collaboratively with third-party catering partners to develop and maintain a high-quality food and beverage offering that enhances the visitor experience and supports the Centre's commercial goals.
5.	Deliver outstanding visitor experiences by ensuring all activities and services at Dinton Activity Centre meet high standards, with clear objectives, attention to detail, and proactive monitoring of performance.





6.	Drive a customer-led culture by maintaining strong on-site presence, engaging with visitors, and ensuring clear lines of communication and cascading information systems are in place so feedback, actions, and expectations are effectively shared across all departments.
7.	Maintain the highest standards of health, safety, hygiene, and safeguarding at Dinton Activity Centre, ensuring compliance with policies, procedures, and industry best practice while leading on child protection responsibilities.
8.	Drive a culture of continuous improvement through robust risk assessments, timely action on recommendations, and thorough review of health and safety matters, ensuring all compliance requirements are met and recorded
9.	Set and deliver ambitious but achievable financial targets by forecasting accurately, monitoring performance, taking swift corrective action, and ensuring all financial controls and business decisions comply with policy and the law.
10.	Promote collaboration and continuous improvement by encouraging open communication, sharing best practice, and challenging the team to generate new ideas that drive the performance of Dinton Activity Centre and the wider Country Park and other parks within the Council.
11.	<p>Lead and manage the operational delivery of all events organised within the Dinton Activity Centre (DAC) and across the wider Dinton Site, ensuring events are delivered safely, efficiently and to a high standard. Act as the primary operational liaison for events, working closely with the Sales & Events team to translate event requirements into clear, deliverable operational plans.</p> <p>Oversee cross-team collaboration with internal services (e.g. Countryside, Facilities, Parking, Catering, Security and external contractors) to ensure seamless event delivery.</p>

Person Specification	Essential	Desirable
Education/Qualifications	Worked successfully at an activity centre or hospitality venue at a senior level.	Experience of working as a General Manager with an activity center or hospitality venue. Project Management
Experience	Experience of self-directed work with the ability to prioritise effectively Experience of managing budgets, with an understanding of internal & external pressures Proven track record of delivering high guest/customer focus Experience of working within an environment with health and safety and safeguarding responsibilities	Project management experience





	Experience within an external business / customer-focused environment	
Skills/Knowledge	<p>Excellent organisation skills and understanding of the consequences if something does not get done on time.</p> <p>Previous experience of providing information and advice to the public and / or customers</p> <p>Excellent communication skills</p> <p>Excellent teamwork skills</p> <p>Experience of managing budgets, with an understanding of internal & external pressures</p> <p>Ability to work under pressure and to tight deadlines</p> <p>Proficient Computer and Administration Skills</p> <p>Ability to work without direct supervision</p> <p>Able to operate effectively in large, complex and political organisations</p> <p>Ability to interrogate and analyse data and information, linking financials to key service outcomes.</p>	Conflict Management & Negotiation Skills
Behaviours/Attributes	<p>Proactive & Transparent management style</p> <p>Accountable for leading team members across the Activity Centre, with a strong focus on their wellbeing and development</p>	Experience of developing and implementing policies and strategies

Due to the nature of this role, Dinton Activity Centre requires satisfactory enhanced checks from the Disclosure and Barring Service (DBS), which will be funded by the Centre. Additionally, all staff must provide two satisfactory references prior to starting employment.

You will also have a duty to report any safeguarding concerns through the appropriate channels throughout your employment with Dinton Activity Centre.

Purpose Details	
Service Purpose	This role sits in the Resources & Assets Service.
Role Purpose	To lead and inspire a dedicated team at Dinton Activity Centre, ensuring the effective management of all facilities and resources. Working closely with the Head of Commercialisation & Finance Support, the role will drive and unlock the Centre's full





	potential, delivering outstanding visitor experiences, achieving financial and performance targets, and upholding a strong culture of excellence in health and safety across all operations.
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Supervision and Relationships

Supervision Received	Guidance and supervision provided from Head of Commercialisation & Finance Support
Supervision Given	Guidance and support given to the activity centre staff and support to the events team.
Contacts	Senior Wokingham Borough Council Staff / CLT / Councillors – Where appropriate Expected to work across the broader regional/national community with an interest in commercialisation within the public sector.

Resources/Budget Management

Responsible for monitoring the Activity Centre's commercial budgets of £1.1M
Responsible for income generation across the Activity Centre working with the Wokingham Events Team
Responsible for the management and proactive tracking of the casual staffing budget.

Special Requirements

Ability to travel to a variety of locations in borough, politically restricted post.
Working hours will follow a summer weighting to reflect the busy nature of the business, which may go over the contracted 37 hours per week, balanced by the flexibility to reduce and adjust hours during the quieter winter period.

Occupational Health Risk Assessment

	Details
Skin/Respiratory Sensitisers	N
Working at Height	N
Exposure to Noise (>80-85dB)	N
Confined Spaces	N





Frequent Display Screen Equipment Use	Y
Driving for Work	Y - occasionally
Hand Arm Vibration	N
Lone Working	Y - option to work from home . Some evening/weekend working
Healthcare/Social Contact with Patients	N
Blood Borne Viruses Exposure	N
Food Handling	Y
Working with Animals	N
Specialised Medical Screening	N
Night Working	Y - support with events in the evening, weekends etc
Safety Critical Work	N

Nature of the Role	Details
Healthcare or Hospital Work	N
Working with Children (under 18)	Y
Working with Elderly/Vulnerable Adults	Y
Work Environment Details	Dinton Activity Centre - working with children and young people as well as corporate groups

Role Involvement	Details
Working with Children	Y
Working with Vulnerable Adults	Y - occasionally Optalis are on site
Both of the Above	Y
Providing Care/Supervision for Children	N
Providing Care/Supervision for Vulnerable Adults	N
Both of the Above	N





None of the Above	N
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Disclosure and Barring Service (DBS)	Details
DBS Requirement	<p>Enhanced DBS required</p> <p>Safeguarding of Children</p> <p>Due to the nature of this role, Dinton Activity Centre requires satisfactory enhanced checks from the Disclosure and Barring Service (DBS), which will be funded by the Centre. Additionally, all staff must provide two satisfactory references prior to starting employment.</p> <p>You will also have a duty to report any safeguarding concerns through the appropriate channels throughout your employment with Dinton Activity Centre.</p>
Eligibility Tool	<p>Find out which DBS check is right for your employee - GOV.UK (Find out which DBS check is right for your employee - GOV.UK)</p>

Re-checks

Evaluation Declaration	
Date of Evaluation:	23/10/2025
Evaluated by:	HR Panel

