



Flitwick Town Council

Business Operations Manager

Job Description

Responsible to: Town Clerk

Overall Job Purpose:

The Business Operations Manager will be responsible for the smooth running of the Conference, Function and Tenant facility of the Rufus Centre. The role has a strong focus on securing new revenue within the existing portfolio of clients as well as seeking out new clients/business.

The role ensures an excellent client experience at all times and demonstrates collaboration with all stakeholders; provides staff with the focus, skills and attitude to bring about continuous improvement in the organisation's performance and to ensure that it reaches its overall strategic objectives.

Key Result Areas:

1. Marketing
2. Internal Business
3. External Business
4. Operations Management
5. Health & Safety
6. Customer Service

1. Marketing

Good Performance Defined

- Provide regional insight into further development of The Rufus Centre (from concept to execution)
 - Collate/coordinate research into clients/customer needs in order to identify future customers
 - Act as the key focal point for the annual marketing communication planning process, competition monitoring and strategic planning
 - Manage and develop both internal and external communications in order to successfully promote the Rufus Centre
- Participation in branding
 - Contributing with local/regional insight
 - Ongoing documentation of feedback from internal/external stakeholders
 - Development of campaign plans, ensure there are clear KPI's attached

2. Internal Business

Good performance defined

- Continue to maintain and develop business relationships with all internal customers in order to promote and fully utilise the Rufus Centre
- Ensure and facilitate legal requirements including leases and licences etc. are fully up to date
- Keep all tenants/internal customers up to date with works/maintenance within the Rufus Centre
- Continue to fully utilise the Rufus Centre to maximise usage and revenue (Prepare regular reports)
- Keep up to date with legal responsibilities in order to protect Flitwick Town Council

3. External Business

Good performance defined

- As the key contact you will develop and maintain business relationships with both new and existing customers/clients
- Develop existing business opportunities and create new business openings that will increase revenue and meet Flitwick Town Council's philosophy of use
- Coordinate with all the internal business functions to ensure all events i.e. conferences, weddings functions etc. are a success
- Analyse all the events post event to ensure lessons learnt for next time
- Ensure all events are successful and cost effective, paying attention to business and time constraints (Project Management techniques to be observed)
- Prepare evaluation report for Town Clerk and Town Council

4. Operations Management

Good performance defined

- Ensure the Rufus Centre is running effectively, with a smooth efficient service that meets the expectations and needs of the customers and clients
- Overseeing inventory, distributions of goods/services and facility layout, including the upkeep of the buildings, grounds and security
- Create a capable workforce where a climate exists where people want to do their best
- Delegate effectively using a variety of entrepreneurial styles and methods to develop, inspire and empower individuals or groups towards achievement of the business goals
- Ensure that the planning and leading of change is carried out successfully
- Research new technologies and alternatives methods of efficiency
- Keep appropriate records and quality assurance records up to date, including setting and reviewing budgets and managing costs
- Create an atmosphere of 'can do' and positive thinking
- Ability to manage and develop performance effectively
- Identify, articulate and model professional values, beliefs and ethics
- Communicate effectively to translate understanding of vision, mission into action
- Act professionally in all situations and relationships

5. Health & Safety

Good performance defined

- Ensure internal/external customers and workforce complies with Health & Safety legislation. Also be responsible for developing and keeping up to date, relevant policies that will create and maintain a safe workplace/environment
- Develop and evaluate Health & Safety policies in the workplace according to legal guidelines
- Evaluate practices, procedures and facilitation to assess any risk and adherence to the law
- Inspect equipment and machinery for possible unsafe conditions
- Investigate accidents or incidents to discover causes, ensure properly logged and reported

6. Customer Service

Good performance defined

- Improve the customer service experience, creating engaged customers and facilitate customer growth
- Take ownership of customer issues and following any problems through to resolution
- Keep ahead of customer service industry developments and apply best practices to areas of improvement
- Control resources and fully utilise assets to achieve targets
- Develop service procedures, policies and standards
- Keep accurate records and document customer actions and discussions
- Work with Town Clerk in developing qualitative and quantitative targets