



JOB DESCRIPTION

Job Title	General Manager
Department	Administration
Location	Virginia Beach, VA
Reports to	Vice President – Operations (Eastern Sports Management)
Approved By	Eastern Sports Management
Approval Date	01/01/2019

Level	Type of position: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Seasonal <input type="checkbox"/> Temporary	Travel	Amount Required: <input type="checkbox"/> None <input checked="" type="checkbox"/> Minimal <input type="checkbox"/> 25%-50% <input type="checkbox"/> 50% or more
Classification	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt		

JOB DESCRIPTION

Eastern Sports Management (ESM) professionally manages elite facilities with the guest experience in mind. The General Manager of the Virginia Beach Sports Center (VBSC) upholds the professional standards of the staff and programming set by ESM, while maintaining the functionality, cleanliness, and safety of our elite facility. The General Manager oversees all aspects of the business including operations, staff, and the physical building. This staff member is responsible for budgeting, establishing financial goals and networking within the community to help raise awareness of the VBSC. The General Manager reports directly to the Vice President of Operations (Eastern Sports Management) and has supervisory and budgetary responsibilities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- I. The General Manager is accountable for the success or failure of the facility measured by growth and profitability. The work of the manager can be broken into seven broad areas.
 - A. Advance program and product planning, including but not limited to Leagues, Fitness, Membership, Rentals, Youth Programming, Food and Beverage, Tournaments, Events, and Sponsorship
 - B. Advance program and product marketing
 - C. Program and product delivery
 - D. Direction of all employees
 - E. Physical operation and upkeep of the facility
 - F. Timely collection of income and control of expenses
 - G. Communication with ESM Management Team
- II. Specific Responsibilities
 - A. Advance Program Planning
 1. Programs for every session should be decided upon at the finish of the same session of the previous year and should be based on the success or failure of the just completed programs, necessary improvements and changes, and customer and staff feedback.
 2. The goal for every session is to fill the maximum amount of athletic, fitness, and rental asset time with programming. Until all time is filled, new programs need devising and implementation.
 3. The final slate of programs should be in place nine months in advance of the session.
 - B. Advance Program Marketing
 1. Review with staff the success or failure of the marketing efforts for the just completed session
 2. Review slate of programming for the session for the next year
 3. Develop marketing strategy for programming
 4. Direct and supervise staff on execution of marketing plan

- C. Program Delivery
 1. Direct and supervise front counter and other staff so that programs are run timely and efficiently
 2. Assign responsibility for specific programs to individuals and monitor their management
 3. Make sure all programs are balanced, schedules fair, and the information is communicated timely and correctly
 4. Follow up with customers to gain feedback on products and focus on guest retention and product improvements.
 - D. Employee Management
 1. All employees report to the General Manager
 2. The GM will make all other employees aware through written instructions of ongoing and seasonal tasks; no employee will go wanting for work for lack of instruction
 3. GM will direct the employee scheduler for the appropriate skill and quantity of other employees to each week
 4. GM will work directly with ESM Human Resources with regards to staffing, to include recruiting, hiring, onboarding, training, counseling and termination
 5. Establish staff culture, morale and vision
 6. Conduct annual evaluations
 - E. Facility Management
 1. All building systems are set correctly for efficient and economic operation
 2. Direction of maintenance staff to keep facility clean and in good repair
 3. Direction of counter staff to keep courts, field, and rooms properly set-up and lined
 - F. Income and expenses (AR, AP & Payroll)
 1. Work with ESM Finance Director to manage AR, AP, and Payroll
 2. Supervise with the ESM Finance Director the VBSC staff and AR/AP employee to see all fees collected timely; make changes to procedures as appropriate
 3. Set pricing for all programming
 4. Work with ESM Finance Director to track and control ongoing expenses, in particular cost of goods sold, utilities, facility and administrative expenses
 5. Work with Personnel scheduler and Finance Director to control wages
 6. Ensure that all employees are abiding by proper cash handling procedures
 7. Monitor profit and loss
 8. Develop annual budget, allocate funds and monitor monetary outflow
 - G. Meeting and Reporting
 1. Meet weekly with other staff members to update and review facility operations and events within a 10-day forecast, as well as discuss new business/events on the horizon
 2. Meet and report biweekly with the ESM Vice President of Operations
 - H. Knowledge of & respect for Virginia Beach Sports Center Mission
 - I. Knowledge of the rules and regulations of VBSC, including its Personnel Handbook, and abide by them
 - J. Perform other duties and responsibilities as needed, required, or assigned by Eastern Sports Management
- III. Specific Requirements
- A. Great communication skills, both verbal and written
 - B. Must be extremely professional in appearance, demeanor, and communication
 - C. Must have excellent leadership skills
 - D. Must have excellent customer service skills including a strong background and ethos of customer service
 - E. Must be an effective leader
 - F. Must be able to clearly communicate expectations of fellow team members and hold the team responsible for goal achievements
 - G. Must be detail-oriented and have outstanding organizational skills
 - H. Must have strong time-management skills
 - I. Must be able to work under pressure and be decisive
 - J. Must be able to handle difficult situations
 - K. Must be able to motivate employees
 - L. Must be able to multi-task and prioritize
 - M. Must be a team player
 - N. Must be able to remain calm and focus in an emergency situation
 - O. Must have strong mathematical skills
 - P. Must have strong problem-solving skills
 - Q. Must have previous experience drafting and negotiating agreements
 - R. Must be able to work irregular shifts to include days, nights, weekends, and holidays, as needed
 - S. Must be proficient in QuickBooks, Microsoft Word and Excel
 - T. Must have previous experience with budgets, sales and P&L Management

SUPERVISORY RESPONSIBILITIES

- Manages 10-12 subordinate managers who supervise a total of 75-100 employees
- Carries out supervisory responsibilities in accordance with VBSC's policies and applicable laws
- Responsibilities include:
 - Training employees
 - Planning, assigning, and directing work
 - Appraising performance
 - Rewarding employees
 - Counseling employees, addressing complaints and resolving problems

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.
- Continuous Learning - Assesses own strengths and weaknesses; seeks feedback to improve performance; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.
- Job Knowledge - Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.
- Use of Technology - Demonstrates required skills; adapts to new technologies; troubleshoots technological problems; uses technology to increase productivity; keeps technical skills up-to-date.
- Design - Generates creative solutions; translates concepts and information into images; uses feedback to modify designs; applies design principles; demonstrates attention to detail.
- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- Project Management - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.
- Customer Service - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- Communications - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- Cooperation - Establishes and maintains effective relations; exhibits tact and consideration; offers assistance and support to co-workers; works cooperatively in group situations; works actively to resolve conflicts.
- Managing Customer Focus - Promotes customer focus; establishes customer service standards; provides training in customer service delivery; monitors customer satisfaction; develops new approaches to meeting customer needs.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- Change Management - Develops workable implementation plans; communicates changes effectively; builds commitment and overcomes resistance; prepares and supports those affected by change; monitors transition and evaluates results.
- Performance Coaching - Defines responsibilities and expectations; sets goals and objectives; gives performance feedback; motivates for increased results; recognizes contributions; encourages training and development.
- Team Leadership - Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments.

- Delegation - Delegates work assignments; matches the responsibility to the person; gives authority to work independently; sets expectations and monitors delegated activities; provides recognition for results.
- Leadership - Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others; accepts feedback from others; gives appropriate recognition to others.
- Managing People - Includes staff in planning, decision-making, facilitating and process improvement; takes responsibility for subordinates' activities; makes self available to staff; provides regular performance feedback; develops subordinates' skills and encourages growth; solicits and applies customer feedback (internal and external); fosters quality focus in others; improves processes, products and services.; continually works to improve supervisory skills.
- Quality Management - Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness.
- Visionary Leadership - Displays passion and optimism; inspires respect and trust; mobilizes others to fulfill the vision; provides vision and inspiration to peers and subordinates.
- Business Acumen - Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.
- Conflict Resolution - Encourages open communications; confronts difficult situations; maintains objectivity; keeps emotions under control; uses negotiation skills to resolve conflicts.
- Impact & Influence – Pursues and wins support for ideas; displays ability to influence key decision-makers; achieves win-win outcomes; uses authority appropriately to accomplish goals; addresses divergent opinions.
- Recruitment & Staffing - Utilizes recruitment sources; exhibits sound interviewing skills; presents positive, realistic view of the organization; analyzes and forecasts staffing needs; makes quality hiring decisions.
- Cost Consciousness - Works within approved budget; develops and implements cost saving measures; contributes to profits and revenue; conserves organizational resources.
- Diversity - Demonstrates knowledge of EEO policy; shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; builds a diverse workforce.
- Ethics - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and principles; upholds organizational values.
- Organizational Support - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities; supports affirmative action and respects diversity.
- Strategic Thinking - Develops strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.
- Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- Consultative Selling - Qualifies potential customers; builds rapport and establishes trust; asks questions to discover client business needs; applies product and market knowledge effectively; presents solutions that meet customer objectives; manages and documents sales process.
- Achievement Focus – Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence; recognizes and acts on opportunities; takes calculated risks to accomplish goals.
- Personal Appearance - Dresses appropriately for position; keeps self well groomed.
- Sales Skills - Achieves sales goals; overcomes objections with persuasion and persistence; initiates new contacts; maintains customer satisfaction; maintains records and promptly submits information.
- Attendance/Punctuality - Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
- Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.
- Initiative – Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.
- Innovation - Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.
- Judgement - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

- Planning/Organizing - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans.
- Quality - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- Quantity - Meets productivity standards; completes work in timely manner; strives to increase productivity; works quickly.
- Safety and Security - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.
- Focus - Ability to maintain attention in a high-volume, fast-paced environment.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Master's degree or equivalent; or four to ten years related experience and/or training; or equivalent combination of education and experience.

Language Skills: Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

Mathematical Skills: Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills: To perform this job successfully, an individual must have working knowledge of Microsoft Office (Word, Excel, Power Point, etc.) as well as Accounting and Payroll Software (i.e. – QuickBooks). Upon hire and training, the individual must be able to successfully utilize the Virginia Beach Sports Center Member/Guest registration software and Timeclock software.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear.
- The employee is frequently required to walk and reach with hands and arms.
- The employee is occasionally required to stand; climb or balance; stoop, kneel, crouch, or crawl and taste or smell.
- The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move more than 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- While performing the duties of this Job, the employee is occasionally exposed to work near moving mechanical parts; work in high, precarious places; fumes or airborne particles; toxic or caustic chemicals; outdoor weather conditions; extreme cold (non-weather); extreme heat (non-weather); risk of electric shock; work with explosives; risk of radiation and vibration.
- The noise level in the work environment is usually moderate to loud.