

# GENERAL MANAGER Job Description



## Background

Community Wood Recycling is a multi-award winning social franchise founded in 2003. Our aims are to save resources and to create jobs and training opportunities for disadvantaged people by setting up wood recycling social enterprises, based on the successful business model of the Brighton & Hove Wood Recycling Project. With more than 30 enterprises nationwide, we are one of the largest and most successful social franchises in the UK.

We are now at the stage where our founder/Managing Director wishes to move away from the day-to-day running of the business to focus on providing closer support to the large and growing network of member enterprises and developing other opportunities. A General Manager is needed to manage the day-to-day activities of our busy office with 10 staff and to help lead the continued growth of the enterprise. We are a ground-breaking organisation. Many employees started with us by volunteering, and that ethos of commitment to a cause remains. This is a crucial point in our development and we are keen to find the right person to join our team.

## The challenge

Our member enterprises are independent enterprises, bound by a loose franchise agreement but more by a strong commitment to our shared aims and through a history of close working. We support them through our sales and marketing operation (called the NBCS) to the country's top builders, which generates a turnover of over £2 million p.a in paid-for collection work for members, as well as an informal consultancy service. We are their servants but we need to ensure that a uniformly high standard of service is provided across the country; we operate in a highly competitive market with a strong focus on H&S. At the same time, we have ambitious environmental and social goals and we want to set up new enterprises in the areas of the country we do not yet cover.

## Our mission

To expand, develop and support a nationwide network of wood recycling social enterprises that save resources by rescuing and re-using waste timber and additionally to create sustainable jobs, training and volunteering opportunities for disadvantaged people.

**Purpose of the post:** The primary purpose of this new full time post is to lead the company managerially and financially according to our mission and business plan.

**Responsible to:** Managing Director

**Responsible for the management of:** Sales team members; sales team supervisor; enterprise development officers; finance administrator; administration manager; administration support staff.

**Location:** We are based in Brighton. The post involves occasional travel to our enterprises throughout the country, possibly with overnight stays.

**Hours:** 37.5 hours per week (time off in lieu is provided for overtime).

**Probationary period:** 4 months.

**Salary:** by negotiation.

## General Manager – Main duties and responsibilities

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### General Responsibilities

- To take overall responsibility for the company's administrative functions.
- To take responsibility for the financial efficiency of the company.
- To take overall responsibility for staff management.
- To take responsibility for the company's day to day HR and H&S functions.
- To take responsibility for ensuring that the company follows all financial, legal, statutory and contractual requirements.
- To take overall responsibility for the delivery and maintenance of standards of the NBCS.
- To take responsibility for the delivery of the company's agreed enterprise development and new enterprise recruitment strategy working closely with the Managing Director.
- To support the shaping of the Business Plan in collaboration with the Managing Director.

### Financial management

- Draw up, monitor and revise annual and project budgets in association with the Managing Director.
- To monitor and regularly review the financial management of the company.
- To ensure that the enterprise meets its financial targets.
- To produce regular simple financial reports.
- To ensure the provision of all necessary financial information for the preparation of management and year-end accounts by the Company's auditors.
- To ensure the Company's compliance with its own financial and contractual procedures.

### Administration and company management

- To lead the efficient administration of the company in all its business aspects, assuring its smooth running.
- To ensure the efficient running of the company office and its systems including IT/telecoms'.
- To represent the company at relevant sector functions/events.

### National Builders Collection Scheme

- Maintain relationships with collecting enterprises while ensuring the integrity of the collections model.
- Take personal responsibility for sales to/customer management of selected key construction sector clients.
- Review and update contracts, sales and administrative procedures, brochures and other documentation.

### Staffing

- To line manage sales team members; sales team supervisor; enterprise development officers; finance administrator; administration manager; administration support officer.
- To ensure staff appraisals and informal reviews take place regularly and in the appropriate manner.
- To ensure regular training opportunities are identified and offered to all staff.

## General Manager - Main Duties and Responsibilities (continued)

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### **Strategic development (in conjunction with the Managing Director)**

- With the Managing Director, to maintain a strategic overview of the company's activity and ensure that it is sustainable.
- With the Managing Director, to support the development and delivery of the company's Business Plan.
- With the Managing Director, to identify and develop new opportunities.

### **Marketing**

- To develop and implement the company's marketing and development plans in conjunction with the Managing Director.
- To ensure that the company's electronic database systems and CRM software are up to date.

### **Relationships with enterprises**

- To be the senior point of contact between the company and its member enterprises.
- To oversee communication with enterprises including newsletters, weekly updates and regular meetings.

### **Statutory/Legal/Policies/Insurance**

- To manage the company's legal and statutory requirements and submissions.
- To ensure compliance at all times with the company's Equal Opportunities, Health and Safety policies, the Data Protection Act and all other relevant legislation.
- To review and renew all company policies annually, support the development of new policies as appropriate and ensure staff compliance with them.
- To ensure that there is adequate insurance cover for all areas of the company's activity.

### **General Note:**

As this is a new post, it is expected that the job description will evolve.

## General Manager - Person Specification

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### Essential

- At least 5 years' experience of leading and managing staff in a managerial capacity
- Experience of business to business sales preferably in the construction sector
- Sales management experience
- Understanding of the social enterprise sector
- Experience of financial management.
- Experience of project planning and management.
- Experience developing and implementing budgets, procedures, business plans and policies
- Experience of devising and implementing business to business marketing strategies
- Experience of HR
- Commitment to Equal Opportunities
- Experience of dealing with high level business leaders
- Computer literacy - including spread sheets, databases, email, internet and CRM packages
- Ability to work quickly and accurately, with an eye for detail
- An excellent communicator
- Good negotiator and capable of thinking and responding flexibly and consistently
- A motivated self-starter, capable of both working in a team and alone
- Time management and personal target-setting skills
- Ability to work under pressure
- Ability to set and meet deadlines
- Ability to listen well and empathise with a wide range of people
- Commitment to our environmental aims and to social justice
- Ability to deal tactfully and co-operatively with member enterprises

### Desirable

- Experience of developing marketing campaigns and working with a content managed website, social networking and basic desk top publishing
- Understanding of contract law
- Ability to produce marketing material

### Disposition and Attitudes

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|------------------------|--------------------------|
| • Strategic thinker    | • Good negotiator        |
| • Good sense of humour | • Tactful and diplomatic |
| • Humble               | • Reliable               |
| • Problem solver       | • Trustworthy            |