

Job Description & Person Specification

Company:	Doncaster Culture & Leisure Trust (DCLT)
Department:	Leisure
Job Title:	Area Manager, Leisure
Contract Type:	Permanent
Hours:	37 The candidate will be required to have a flexible approach to working hours, which may include days, evenings, and weekends
Responsible to:	Head of Health and Leisure
Responsible for:	Directly responsible for Operations and Commercial Managers (3), Health Club Manager (1), and Outdoor Activity and Retail Manager (1).
Location / Site:	Adwick Leisure Complex/Askern Leisure Centre, Armthorpe Leisure Centre/Thorne Wellbeing and Leisure Hub, or Dearne Valley Leisure Centre/Rossington Leisure Centre.
Salary:	£45,000



Purpose

The Area Manager, Leisure, oversees the operational performance, financial results, and customer experience of multiple venues within the Trust. They ensure each site operates efficiently, safely, and in line with company standards and strategic objectives. This role involves leading and developing several Managers, driving commercial growth, improving service delivery, and maintaining high standards of health, safety, and compliance.

Work to achieve the Vision & Mission of DCLT

VISION: To increase opportunities and activity in sport, leisure, and culture to improve the lifestyles of our customers and stakeholders.

MISSION: Striving for Healthier Communities.

Duties:

To work with the DCLT leadership team to ensure the successful operation of the DCLT business and always ensuring that you demonstrate the DCLT core Values.

- **Value our people**
- **Open and honest in our dealings**
- **Innovative and commercial**
- **Customer focused**
- **Enthusiastic.**

Key Duties and Responsibilities:

1. Operational Management

- 1.1 Ensure consistency and excellence in service delivery across leisure venues within the Trust.
- 1.2 Ensure implementation of company policies, procedures, and best practices to maintain high operational standards.
- 1.3 Monitor centre performance against KPI's through audits and quality assessments.
- 1.4 Ensure compliance with health and safety, safeguarding, and legislative requirements.

2. Financial & Commercial Performance

- 2.1 Manage budgets for the Trust, ensuring revenue and profit targets are met.
- 2.2 Analyse financial performance, identifying opportunities to increase income and reduce costs.
- 2.3 Implement initiatives to drive sales, secondary spend, and community engagement.
- 2.4 Forecast and plan resources to meet operational and financial objectives.

3. Leadership & People Development

- 3.1 Line-manage and support Managers, providing coaching, performance management, and leadership.
- 3.2 Foster a positive culture focused on teamwork, accountability, and continuous improvement.
- 3.3 Support recruitment, onboarding, and development of staff across centres.
- 3.4 Promote diversity, inclusion, and wellbeing in the workplace.

4. Customer Experience

- 4.1 Ensure consistency in outstanding customer service across all centres.
- 4.2 Work with colleagues to ensure that exceptional customer service is delivered across all areas of the Trust.

4.3 Respond effectively to customer feedback and complaints, using insights to improve satisfaction.

4.4 Ensure programmes and services meet the needs of local communities.

5. Strategic & Community Development

5.1 Contribute to development and review of strategic planning.

5.2 Support engagement with organisations and groups to identify opportunities for increased utilisation of the venues within the Trust.

5.3 Working with colleagues, support marketing and outreach campaigns to grow participation and engagement.

6. Behaviours

6.1 To adopt and display a 'can do' positive and professional attitude, and lead from the front on behalf of the company when dealing with queries at designated venues

6.2 To be the single responsible officer (SRO), for all operational aspects of your designated venues, including and not exhaustive to dealing with staff, business interruption and contractor issues outside of scheduled working hours

6.3 To ensure all required qualifications are maintained to carry out your role.

6.4 Translate strategic priorities into clear outcome-focused objectives for your teams and provide energy and drive in achievement of these objectives.

Employee	Human Resources
Agreed:	Agreed by:
Date:	Date:



Experience	Essential	Desirable	Method of Assessment
Experience of working within the leisure and hospitality industry, or similar.	X		AF/I
Strong leadership and people management skills across multi-site operations.	X		AF/I
Operational knowledge of Building Management	X		AF/I
Experience of operating in accordance with health and safety policies and procedures	X		AF/I
Strong commercial acumen and experience managing budgets and KPIs.	X		AF/I
Proven analytical skills that lead to successful delivery of improvement plans.	X		AF/I
Proficient in the use of Microsoft Office, with a focus on Word, Excel and Outlook	X		AF/I
Ability to plan own workload, prioritise and meet deadlines	X		AF/I
Ability to self-motivate & work independently	X		AF/I
Successfully working collaboratively with a wide range of partners and stakeholders	X		AF/I
Experience of customer care delivery to a very high standard	X		AF/I
Team working experience, through empowerment and encouragement	X		AF/I
Experienced in coaching and developing others with successful proven outcomes	X		AF/I
Qualifications & Training	Essential	Desirable	Method of Assessment
Level 5 Management qualification or equivalent	X		AF/C/I
First Aid at Work Certificate	X		AF/C/I
Safeguarding Training	X		AF/C/I
Health & Safety at Work	X		AF/C/I
Basic Food Hygiene Certificate		X	AF/C/I
National Pool Plant Operators Qualification		X	AF/C/I
Personal Qualities	Essential	Desirable	Method of Assessment
Approachable, good interpersonal / communication skills	X		I
Self-motivated & enthusiastic	X		I
Passionate about self-learning, completing training & learning new skills	X		I
Positive attitude and able to motivate individuals and groups	X		I
Proactive in identifying opportunities to develop services and observing issues for rectification	X		I
Resilient, organised, and adaptable under pressure.	X		I
Excellent communication, influencing skills.	X		I
Personal Circumstances	Essential	Desirable	Method of Assessment
Ability to work at other DCLT locations	X		I
Ability to work flexibly	X		I

AF – Application form / I – Interview / C - Certificate

