

Job Description

Company Name - Avon Valley Adventure and Wildlife Park

Job Title - Head of Food Operations

Reporting to - Managing Director



The Business

Avon Valley Adventure and Wildlife Park (AVAWP) is one of the region's premier tourist attractions, which sees over 200,000 visitors a year. Guests visit the park for a fun-filled family day out with many returning throughout the year as loyal annual pass holders. We also run large in-house events alongside the daily operations of the park from small private bookings, corporate days, to festivals which bring 1000's of additional visitors. The Business is open 6 days off peak (Term time) and 7 days during peak operations (School Holidays & Bank Holidays).

We are family owned and run, and are now celebrating our 30th year of operation. Doug the current Managing Director has been running the park for the last 4 years and due to business growth we are currently looking for an experienced professional who can drive our current F&B offering forward proactively and imaginatively to ensure our visitors not only enjoy the park but also our catering service.

2019 will see a large financial investment in our catering facilities and we are looking for an experienced Head of Catering Operations food operations to come on board and help us deliver these improvements and drive this integral and important department forward.

Overall Purpose of the Role

To manage, plan, co-ordinate and have responsibility for the activities as Head of Catering Operations implementing this across the site at Avon Valley Adventure and Wildlife Park. You will manage the delivery of all aspects of the Catering and F&B offering on-site while achieving the KPI's and budget targets.

Main Duties

Accountable for-

1. Development of areas to increase revenue on the Catering Department, (additional soft services and catering revenue, etc).
2. Commercial results and reporting liaising with AVAWP Finance Manager and team.
3. Food delivery working with Cafe Manager and the Team.
4. On-site Marketing & Merchandising, point of sale and display signage, web and promotional events – liaising with AVAWP Marketing Team.
5. QHSE, including allergy awareness, food safety, and food hygiene, maintaining 5* ratings across the estate.
6. Health and Food Safety, including allergy awareness, maintaining 5* ratings across the park liaising with the senior management team.
7. Enabling frictionless technology to improve customer experience liaising with Managing Director.
8. All HR/L&D liaising with AVAWP team.
9. Prepare and develop the team to meet future challenges embed HSE & HR processes.
10. Conduct other duties as directed by AVAWP Senior Management.
11. Ensuring KPI's are met.*

**KPI's will be issued in a separate document on employment and set together.*

Consumer Sales and Marketing

Ensure all company promotions are correctly implemented.

Identify any additional opportunities and discuss with the Managing Director.

Action plans are completed following consumer's satisfaction surveys and external audits.

Ensure all retail areas are adequately stocked at all times and to company planograms.

Ensure all customer requirements are delivered in line with the expectation and the contracted KPI's.

KPI's/Measures

- Promotions are evident and drive sales.
 - Turnover is within budget or exceeds budget.
 - Additional opportunities are maximised.
 - Customers are fully satisfied.
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Cost of Food Catering

Analyse and manage effectively all on site food costs.

Ensure full purchasing compliance.

Monitor and manage GP on food.

Ensure cost and sales records are accurately inputted and maintained on Haven Systems back office.

All food wastage is recorded and minimised.

Ensure all customer requirements are communicated to all sites/areas in advance to ensure effective planning.

KPI's/Measures

- Purchase compliance achieved.
 - GP budget is achieved and/or improved.
 - Sales budget achieved.
 - Wastage is minimal.
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Units Costs

Complete labour schedule within the labour budget using all Business Efficiency and Business Excellence tools provided. This can be planned on Deputy staff software.

Effectively minimise any agency and overtime spend.

Adjust labour schedule in line with sales.

Analyse and manage effectively all in-unit sundry costs.

Ensure budgets are understood and achieved.

Ensure all costs are managed effectively within budget.

Operating and implementing any new financial controls and processes within your area of responsibility.

Profit and Loss responsibility for the contract ensuring delivery of satisfactory service within budget requirements.

Understanding the company accounting procedures and managing all accruals, prepayments, GRNI's (Goods Received Not Invoiced) and GRNI reversals etc.

Management of the contract risk register.

KPI's/Measures

- Labour budget is achieved.
 - Unit costs are within or better than budget.
 - Budgets fully achieved and/or improved.
 - Sundry Budget Achieved.
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Health & Safety

Complete the 'Avon Valley Welcome' prior to the commencement of employment.

Receive, read and understand the contents of the Employee Guide to Working with Avon Valley.

Taking reasonable care for your own health and safety and that of others who may be affected by what you do or what they fail to do.

Complete Level 3 HSE e-learning courses as appropriate within 26 weeks of commencing employment.

Implement all relevant HSE procedures within the units and review them as appropriate.

Ensure that all HSE incidents are correctly reported and investigated with relevant reviews of work procedures.

Ensure that all appropriate HSE information, instruction, training and supervision is provided to all employees within your control to enable them to carry out their work safely and effectively.

Maintain up to date training records for all employees under your control.

Consult with employees under your control, other contractors sharing the site and Clients on HSE matters.

Report HSE issues beyond your control to your line manager.

Implement the requirements of HSE campaigns that are initiated to improve HSE performance.

Ensuring statutory compliance as per current legislation and company policy.

Ensuring that COSHH regulations are implemented.

Ensuring that Risk Assessments are undertaken as per company policy.

Ensure remedial actions, including improvement notices issued via internal/external health, safety, environmental and catering audits are addressed and closed out within the time parameters set.

Ensuring that PAT is undertaken at the recommended frequencies.

Environmental: ensuring effective waste management and pollution prevention techniques are implemented at their responsible contracts/sites in line with company policy and statutory obligations.

People Map

To communicate site and company targets.

Team are supported, trained, coached.

Labour turnover is monitored and the team is fully recruited.

Produce and utilise succession plan and Talent Matrix.

Complete PDR's and MTR 's for all your direct reports.

Ensure everyone is trained and adheres to all H&S and FS policies.

To encourage participation in 'Your Voice' and implement an action plan.

Hold regular team briefings and training events.

Ensure everyone follows Avon Valley HR policies and procedures.

KPI's/Measures

- Team are fully aware of their roles in achieving the overall outlet and company targets
 - All team members have a live appraisal / PDR's MTR's.
 - Team is able to successfully carry out tasks.
 - Team members are promoted and able to take on additional responsibilities.
 - Reduction in H&S and FS accidents and incidents.
 - The team works in a positive and proactive manner.
 - Labour turnover is below 20%.
 - Ensure that absenteeism levels are minimised to a maximum of 3 days per person annually.
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Personal Specification

1. Must be a highly competent leader and with high social competence.
 2. Experienced in delivering a range of food and beverage delivery styles; from cafes and canteens, to restaurants, and large-scale events.
 3. Ability to think both tactically, in terms of operational delivery, and strategically to meet longer-term objectives.
 4. First class communication skills and the ability to lead colleagues, managers, employees, customers, and the client.
 5. Creativity and the ability to think differently to ensure the offer remains fresh and on trend.
 6. Astute commercial manager with an in-depth understanding of the mechanics of food and service to maximize the commercial opportunity, whilst all the time looking for efficiencies to reduce operating costs to the client.
 7. An analytical mind and the ability to prove or disprove concepts to support a broader strategy.
 8. At least 10 years' operational experience within a large, high volume, high-quality food businesses.
 9. Engaging, collaborative and aspirational approach.
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Essential

Proven experience in managing successful teams in a similar environment across multiple sites.
Experience in leading and managing a large team of people (20+)
Minimum 4 years Management experience
Excellent financial acumen.
I.T. literate.

Desirable

Experience in a similar role.
Excellent communication skills.
Self motivated and able to adapt to a changing environment.

Unit Dimensions

£400k Turnover
Number of Direct Reports : 15
Number of Indirect Reports : 5
Number of Sites / Units Responsible for : 3 currently but increasing to 4.

Company Equipment

Laptop
Office Mobile Phone

Salary

30k per annum with an opportunity to achieve £4k bonus if KPIs are met.

Data Protection

At Avon Valley Country Park Ltd, we're committed to protecting and respecting your privacy.

The personal data collected from you during your application process will not be used to contact you about anything other than your work experience placement. Your email address will not be added to our mailing lists and we will never share your data with third parties. The information you disclose will be handled responsibly and in-line with data protection laws.

Some or all of the information you provide in your application form may need to be passed on to potential supervisors, either electronically or by being kept securely in hard copy format.