



Post Title:	General Manager
Reports to:	Head of Operations
Hours:	37hrs
Salary:	£50,512.70
Location:	Vikingar Leisure Centre & Garnock Community Campus

Job Purpose

An inspirational leader responsible for the overall leadership, operational management, financial performance, and strategic development of Vikingar Leisure Centre, including its Vikingar Attraction and Theatre and Garnock Community Campus. The role ensures each area within the facility delivers exceptional customer experiences, meets financial and participation targets, and align with KA Leisure's strategic vision and values.

The General Manager will oversee leisure, cultural, and entertainment operations, ensuring both Centres are vibrant hubs for sport, community engagement, tourism, and the arts.

Main Duties and Responsibilities

Leadership & People Management

- Provide visible, inspirational leadership that drives accountability, collaboration, and high performance across all teams, including leisure, attraction, theatre, and hospitality staff.
- Foster a customer and visitor-focused culture aligned with KA Leisure's vision and values.
- Lead workforce planning, recruitment, development, and succession to ensure teams are skilled, motivated, and future-ready.
- Oversee performance management and staff engagement, embedding continuous improvement, wellbeing, and a positive feedback culture.

Operational Excellence

- Oversee day-to-day operations across all departments, including wet and dry leisure facilities, fitness, café, front-of-house, Vikingar Attraction, and Theatre operations, ensuring seamless service delivery.
- Ensure full compliance with health & safety, safeguarding, and all statutory regulations across leisure, cultural, and theatre facilities.
- Maintain consistently high standards of cleanliness, safety, maintenance, and overall facility presentation.
- Implement and monitor quality assurance processes, visitor feedback systems, and continuous improvement initiatives across all facilities.

Financial & Commercial Management

- Develop, manage, and take accountability for the annual budget, ensuring financial sustainability across both Centres, the Vikingar Attraction, and Theatre operations.
- Drive income generation through memberships, programming, events, ticket sales, partnerships, and tourism initiatives.
- Monitor KPIs, financial performance, and cost controls; take corrective action where required.
- Identify and deliver opportunities for growth, innovation, and operational efficiency across all operations.

Customer Experience & Community Engagement

- Champion an outstanding visitor and customer journey across leisure, attraction, and theatre services.
- Build strong relationships with schools, clubs, community groups, tourists, and strategic partners.
- Ensure programmes and services are inclusive, accessible, and responsive to diverse community and visitor needs.
- Act as an ambassador for both Centres, representing them at community forums, stakeholder meetings, and tourism or cultural networks.

Strategic Contribution

- Contribute proactively to KA Leisure’s wider strategic objectives.
- Lead the effective local implementation of corporate initiatives and campaigns across leisure, cultural, and entertainment operations.
- Support sustainability, digital transformation, and service innovation projects.

This list is not exhaustive of the range of duties that will be required.

Person Specification

- Strong and decisive leader who demonstrates integrity, accountability and sound judgement in all aspects of decision-making.
- Engaging and inspirational, leading by example and setting consistently high standards for professionalism, performance and customer service.
- Confident and effective communicator, with the ability to influence, motivate and build strong relationships through clear written and verbal communication.
- Agile and adaptable, responding positively to change and able to prioritise workload effectively to meet deadlines, targets and organisational objectives.
- **Motivated**, shows a positive, confident attitude and able to influence others,
- Demonstrates **courage**, is fearless, committed, and confident in your own knowledge,
- Work to the best of your ability, stepping up to deliver the highest standards of **performance**,
- **Trust** yourself and others to make good decisions, promote collaboration and encourage autonomy,
- You’re **disciplined**, with a work ethic that focuses on getting things done,
- You’re **resilient** and recover from challenges by learning for the future and adapts your approach,
- **Consistent**, showing the best you every single day; treats everyone fairly and with compassion.

Criteria

	Essential	Desirable
Education and Qualifications	Relevant leadership/ management qualification or equivalent management experience. Evidence of ongoing Continued Professional Development.	NEBOSH or IOSH Health & Safety qualification.
Experience & Skills	Significant senior management experience in leisure, hospitality, sport or a related sector with experience managing large teams. Strong financial acumen and budget management experience. Knowledge of health & safety legislation within leisure environments. Experience of coaching and guiding managers & team members and effectively manage performance. Logical and methodical approach to analysing data, interpreting complex information and facts to make appropriate decisions.	Experience of producing and presenting reports at Board and Executive management level. Experience within a charitable trust or public sector leisure environment.

Must be able to travel throughout North Ayrshire for work purposes, training, meetings etc. Access to own transport is essential.