

# HOLKHAM

## Job description

### The Lookout Café Manager

LOCATION	Holkham National Nature Reserve, Norfolk
REPORTING TO	Catering Manager

#### **The Holkham Estate**

Our vision is to be the UK's most pioneering and sustainable rural estate.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry, country sports, an inn, a holiday park, beaches, car parks, admissions, cafes, shops, concerts and events.

#### **Holkham Enterprises and Holkham Events Ltd.**

Holkham Enterprises and Holkham Events Ltd. are the business entities responsible for all visitor related activity and income is derived from four car parks, three cafés, admissions to the Hall and 'Holkham Stories' experience, a gift shop, a 6.5 acre walled garden and an extensive education and events programme.

#### **Overall job purpose**

North Norfolk is as a major UK tourist destination and over one million people visit the Park, Nature Reserve, Hall and Beaches at Holkham each year. Our visitor businesses are responsible for generating significant income from a large number of visitors within the Hall, Park and Beaches. Visitor numbers vary and during special events or on peak days, there can be a large number of visitors arrive within a short time period or within a concentrated area.

The Lookout Manager is responsible for managing the café team to deliver the agreed commercial performance. This role will have budget and P&L responsibility to deliver in line with our

ambitions. You will ensure consistently high standards of presentation, product availability and customer service are maintained.

You will be required to work over peak holiday periods, weekends and Bank Holidays

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The following is intended to provide guidance as to duties but it is not exhaustive.

Specific duties will include:

- To manage the Café team by providing support, guidance and direction to maximise performance and deliver objectives.
- To prepare the café team rota to ensure the café is staffed appropriately to respond to the seasonal pattern of visitor numbers
- To be responsible for staff recruitment, retention and training
- To promote staff in working across all three cafes
- To work alongside staff in a 'hands on' capacity
- To carry out regular staff briefings and performance appraisals
- To manage the financial performance of the Lookout income, with budgetary responsibility for profit and loss
- To manage the operating costs looking for opportunities to reduce costs and increase financial performance, in particular looking at pricing
- To be responsible for stocktaking so that gross profit margin is accurate and waste is minimised. To ensure all stock is processed correctly including transfers between departments and other cafes
- Standards Operations Manual to be established and reviewed to ensure the highest levels of food quality, presentation and customer service is delivered.
- To ensure that customer feedback is swiftly acknowledged and acted upon
- To maintain high standards of food hygiene and required recordings in accordance with all current legislation ensuring a 5\* Food Hygiene Rating
- To ensure that staff are trained to meet statutory health and safety requirements and are fully trained on all operations
- To ensure that Estate Property and equipment is well maintained and presented to the highest standard (including company vehicles)
- To identify opportunities to expand and develop the business
- To ensure the team understand the offer and can upsell effectively
- To help develop multi skilled team members who can work across all three cafes improving efficiency and flexibility
- To contribute to Holkham Marketing and social media with images, information, offers and new products
- To contribute to Holkham Enterprises annual events programme
- To support the Courtyard Café and Beach café in the event of absence due to leave or ill health
- To support Holkham Enterprises Education team and Nature Reserve team under the guidance of respective heads of each department in creating a unique visitor experience

- To achieve agreed performance objectives

## **Personal qualities**

- People management experience ideally within catering or similar visitor facing business
- Experience of managing a successful commercial operation including setting budgets and managing a profit and loss account
- Commercial acumen, drive, focus and the willingness to take ownership of a commercial operation
- Excellent organisational, planning skills and attention to detail
- IT and data management skills
- Excellent interpersonal skills
- Ability to work under pressure
- A positive approach to solving problems
- Ability to work flexibly to deliver objectives
- Consistently demonstrate the Holkham Behaviours

A full UK driving licence will be required

Weekend and Bank Holiday working are required with longer hours over peak times and holiday periods. In addition, some evening work may be required during our Christmas operations to support the wider team.

You must have the right to live and work in the United Kingdom and hold a driving license.

## **Training**

You will be required and encouraged to engage in a continual program of professional development.

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