



Post: - General Manager	
Full Time	37.5 hrs per week
Responsible to: Chairperson – Board of Directors	
Salary	£36,000-£40,000

Your Role:	To strategically lead Tennis Swansea 365 business growth and facility development; to modernise and protect tennis for today's and future generations in Wales.
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Your Responsibilities:	
	Responsible and accountable for the overall strategic management of Tennis Swansea 365, its facilities, programme growth and future facility development.
	Responsible for ensuring the facilities has effective day to day operational management, which exceeds industry quality standards through investing in staff training and development
	Develop and maintain all policies and procedures, ensuring compliance with safeguarding, health and safety plus all legal obligations
	Driving commercial performance through an innovative approach to the provision of services ensuring that the facilities constantly identify and respond to changing patterns of customer needs and expectations; delivering excellent standards and services that both meet the needs of customers and usage targets in conjunction with the board of Tennis Swansea 365.
	Work closely with key stakeholders including Local Authorities, Tennis Wales, Sports Wales, Welsh Government and the Lawn Tennis Association to ensure the facilities and the tennis programmes continue to grow and improve.
	Oversee the re-development of Swansea Tennis Centre. Identify and apply for funding, manage any capital development projects ensuring its modernisation and sustainability for future generations.
	Strategically manage the tennis programmes across the Tennis Swansea Portfolio in conjunction with the Head of Development and Head of Performance to ensure the programmes are planned and undertaken to exceptional standards, maximising court utilisation and income potential. These programmes will also include community engagement and park sites operated by Tennis Swansea 365.
	Provide strategic oversight of the Swansea Regional Player centre, providing support to enable Wales only RPDC to thrive on site.
	Ensure the business Profile, its tennis programmes and fitness opportunities relating to Tennis Swansea 365 are marketed correctly, promoting its products through all media channel campaigns across the community driving increased footfall across the facility's portfolio.



	Act as the company's secretary; report regularly to the Board of Tennis Swansea 365; to prepare strategies, policies, business plans; updating the business performance on a regular basis making recommendation of change.
	Closely monitor, modernise, maintain and review the financial, administrative and computerised systems to support business decisions.
Magnitude: - Managing a budget turnover of £1m; Delivering a capital project of up £3m. Responsible for the strategic management of Swansea Tennis Centre and satellite hub venues.	

Qualifications			
	Essential	Desirable	Assessment
Either a Leisure / Sports Management Degree (or equivalent recognised management qualification) or commensurate industry experience in a leisure/sport role	✓		
Member of the Chartered Institute of Sport and Physical Activity		✓	
Experience			
	Essential	Desirable	Assessment
Experience of leading, managing and motivating a team delivering operations management and co-ordination in a small to medium public, third sector or private sector leisure industry organisation.	✓		
Experience of business development planning – setting a direction, targets outcomes and monitoring performance	✓		
Strong commercial background in revenue generation and using effective marketing techniques to drive growth whilst delivering outstanding customer service.	✓		
Experience of development and updating policies to ensure compliance with safeguarding, health and safety and all legal obligations.	✓		
Experience of working with stakeholders at a variety of levels to ensure tailored partnerships to develop the facilities and the programmes.	✓		
Proven experience of identifying public sector, Third Sector, Private funding and writing successful applications.		✓	
Experience of small and largescale project management including facility new builds / refurbishment.		✓	
Experience of large capital builds, leading on planning, procurement and building delivery within cost and time.		✓	
Executive experience of support to a Board, acting as a company secretary, creating and implementing visionary strategies.		✓	

Knowledge	Essential	Desirable	Assessment
Knowledge of National Government, local Government, National Governing Bodies and third sector strategies and policies.	✓		
Knowledge of Digital Marketing and its implementation	✓		
Knowledge of accounting practices and presenting	✓		
<i>In depth knowledge of legislative duty place on the organisation including Health and safety.</i>			
	Essential	Desirable	Assessment
Excellent communication skills, both written and verbal, to develop positive relationships with employees , stake holders and customers.	✓		
Excellent presentation skills demonstrating the ability to sell TS365 vision			
Ability to work under pressure; to meet deadlines and deliver revenue targets	✓		
High level of flexibility to adapt to ever changing circumstances, alongside motivation and commitment to work flexible hours to meet the needs of the business	✓		
Good standard of IT literacy and knowledge of facility management software systems, website development and able to run social media channels	✓		
Must be able to work as part of a team and work unsupervised to agreed outcomes and time frames	✓		

Signed: - Mike Coakley (Chair of Swansea 365)

Date: - 10.06.24

