



DRAFT POSITION DESCRIPTION

Position Title: Café Manager
Reports to: General Manager **Date:** October 2020
Hours: Fulltime, 5 days per week including weekend work

PURPOSE OF THE POSITION

Reporting to the General Manager, the Café Manager is responsible for the overall Food and Beverage operations at the Park, including the creation, development and delivery of food and beverage solutions relevant to the customer base and business strategy. This includes:

- implementing and driving strategy of business
- change management
- oversight and management of the Production kitchen
- menu design and costing/pricing (including the brand vision of Active Wellness)
- leadership and running of the café and front of house including the setting of service standards
- functions and catering

This role will have a strong customer service focus as well as being responsible for ensuring the financial success of the café with full P&L responsibility. The role requires an experienced leader who can build capable, highly motivated teams, is calm and considered in a crisis, with the ability to think on their feet.

BUSINESS CONTEXT / ENVIRONMENT

The Christchurch Adventure Park is a unique Christchurch attraction featuring mountain biking, zip lining, hiking, sightseeing and a café.

The café as it stands today is a world class, great looking building set in a unique and tranquil environment. However, the café caters predominantly for the downhill mountain biker market. The brand realignment being undertaken at the Park is to increase the focus on the active health and wellness market and for the park to be Canterbury's number one attraction and to be NZ leading active outdoor leisure park.

The future focus of the park therefore is to position it as a premier place for adventure that has something for everyone and is a family friendly visitor attraction in the greater Canterbury area - a place where people can spend the day, or come for a coffee or a meal and enjoy the unique surroundings.

This role plays a great part in the opportunity to work in a business that has faced challenges and interruptions since its original opening, including a fire which significantly damaged parts of the park, and to now be part of an exciting future.

A key challenge for the position is to develop the café so that every customer that visits the park has an excellent hospitality experience and wants to linger over at the end of the day and return on a regular basis. The objective is also to develop the café as a destination in its own right.

KEY ACCOUNTABILITIES AND MEASURES

| Key Accountabilities | Key Objectives | Measures |
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| Strategy, Operations & Financial Management | <ul style="list-style-type: none"> Develop and deliver a 12-month business plan. Business Plan to be presented face to face with board annually with bi-annual updates presented. Business plan to be in line with business vision and objectives to ensure positive outcomes to all key stakeholders Monthly reporting on 12-month business plan progress to the board via GM Strong leadership of operations including continuous observations to identify areas for improvement across all operations Responsible for all Food and Beverage operations Create annual budget to deliver to business strategy. Monitor on a weekly basis and report monthly to the GM and board as required Monitor and manage all costings and expenses within budget and optimize yield Full responsibility for P&L management and reporting. Reporting to cover all aspects of the café including financial, human resources, suppliers/contracts and Health and Safety Ensure café offering is constantly refreshed and relevant with current dining trends and seasonality to maximise market share Manage staff rosters and wage costs within budget Undertake regular audits of sales and cash handling processes Reconciliations are undertaken on a regular basis and any variances investigated and reported | <ul style="list-style-type: none"> Business plan effectively implemented and delivered on Operations run effectively at all times Business operates within budget Financial performance improves year on year Audits undertaken on a monthly basis Variances promptly reported to GM with explanation Customer satisfaction levels at the top end of the range |

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| | <ul style="list-style-type: none"> • Ensure all staff are suitable for the task, well trained, and behave in a manner that is in keeping with the values and goals of the Park | |
| Menu Development Production and Costing | <ul style="list-style-type: none"> • Full menu creation and design, comprising nutritionally balanced menu and food options, with a focus on wellbeing and lifestyle that aligns with the CAP strategy and brand vision of Active Wellness • Train kitchen staff to prepare and cook menu to a high standard • Cost and price menu to maximise sales and profitability • Remain up to date with current food trends and always be looking for new ways to differentiate offering • Plan menus for all functions and ensure they can be executed well by staff • Act as the main liaison point for all customer enquiries regarding the Hospitality offering | <ul style="list-style-type: none"> • New menu every season based on vision of Active Wellness • Food quality high and maintained • Customer feedback high • Café constantly evolving • All functions effectively run and profit maximised |
| Stock and Quality Control | <ul style="list-style-type: none"> • Develop and maintain key relationships with suppliers and ensure purchasing terms negotiated are favorable • Use strong negation skills with all suppliers • Display exceptional contract management with all suppliers • All stock is ordered correctly utilising best practice purchasing • All stock is held appropriately and securely • Ensure monthly stock takes are completed • Ensure accurate records are kept of all supplies and equipment • Undertake regular reviews of stock and purchasing processes to ensure wastage is minimised • Create and maintain oversight of the CAP food control plan which includes food hygiene standards • Provide reporting and documentation regularly to GM and board | <ul style="list-style-type: none"> • All stock quantities, quality and price are ordered within budget • No stock is unaccounted for and/or is unusable due to incorrect storage conditions • Stocktakes completed on time and any irregularities investigated and addressed • All parameters of the food control plan are met as well as regularly reviewed and updated • All food prep and handling comply with best practice and the Food Control Plan |
| People Leadership | <ul style="list-style-type: none"> • Overall management of café employees • Responsibility for employee engagement and performance management. • Create & manage rosters and manage all staff time off • Responsible for attracting, recruiting and onboarding staff • Coach, develop and train staff ensuring excellent service levels are achieved | <ul style="list-style-type: none"> • Happy and engaged team with acceptable turnover rates and the “right” people staying • Vacancies filled in a timely manner • Staff clear on expectations and delivering |

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| | <ul style="list-style-type: none"> • Work with the team to establish team and individual goals and KPI's where necessary • Create a team culture of inclusiveness and strive for excellence • Ensure communication between front of house and kitchen runs smoothly • Performance manage and discipline staff where necessary • Policies and procedures are developed and implemented as required, recorded and implemented (including any follow up required) • Provide reporting and documentation regularly to GM and board • Ensure all employees understand and follow best cash handling practices | <ul style="list-style-type: none"> • Communication is effective and issues resolved quickly • Performance standards are maintained • Best practice cash handling processes are in place & clearly articulated to all employees |
| Customer | <ul style="list-style-type: none"> • Ensure that the customer experience is at the heart of everything the team does • Customer service levels are excellent and customer satisfaction is high • Develop, implement and drive ways of gaining customer feedback • Use feedback to improve service offering • Always drive a culture of continuous improvement • Deal with any customer issues/complaints in a timely and appropriate manner • Event management including liaising with relevant key stakeholders | <ul style="list-style-type: none"> • Customer feedback • Repeat customers and "locals" are known to staff |
| Health & Safety | <ul style="list-style-type: none"> • Lead from the front with Health & Safety and adhere to all regulations and policies & procedures at all times • Ensure staff are adequately informed and inducted on H&S policies and procedures • Ensure no action or inaction causes harm to yourself or others • Ensure place of work is clean and tidy. • Identify and report all hazards and safety issues promptly • Follow safe work practices • Ensure all accidents/incidents and near misses are reported and recorded | <ul style="list-style-type: none"> • Evidence of participation in identifying safety risks when on project sites • A safe and healthy working environment is maintained at all times |
| Other Duties | <ul style="list-style-type: none"> • Assist with other duties as required and reasonably requested • Participate in projects as necessary • Continually explore ways to enhance own and team's way of working for the benefit of the business | <ul style="list-style-type: none"> • Timeliness of projects and activities • Quality of projects and activities |

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| Trade or Academic Qualifications | <ul style="list-style-type: none"> • At least Level 4 National Certificate in Hospitality • Level 5 National Diploma in Hospitality Management • Duty Managers License • Full Drivers License • Current First Aid Certificate |
| Experience | <ul style="list-style-type: none"> • Previous experience in implementing and driving strategy of a business to a high level • Business Management experience including people leadership and performance management • Strong financial acumen including previous experience in managing P&L • Minimum of 5 years restaurant/café management – both front and back of house • Menu creation and design at Executive chef level or working with executive chef to develop • Experience in developing nutritionally balanced menus and promoting benefits • Experience working in a fast-paced high pressure environment |
| Skills & Competencies | <ul style="list-style-type: none"> • Strong business management capabilities • Excellent leadership skills and ability to work as part of a team • Excellent communication and interpersonal skills • Problem solving skills • Ability to multi-task and work under pressure • Ability to conduct yourself in a professional and positive manner at all time • Excellent attention to detail • Honest and reliable |

Signed: _____

Date: _____

Manager: _____

Date: _____