

JOB DESCRIPTION

Job title: General Manager
Responsible to: CEO

JOB PURPOSE

The General Manager will provide strategic and operational leadership for New Warlands Farm Enterprises Ltd, overseeing the successful operation and growth of the farm's commercial enterprises, including the café, farm shop and cider press. The post holder will ensure these businesses are financially sustainable while delivering meaningful opportunities for autistic and neurodivergent individuals through work experience, skills development and employment pathways.

Working closely with colleagues across the North East Autism Society, the General Manager will develop partnerships with local businesses, champion inclusive employment, and create an environment where commercial success and social impact work hand in hand.

DUTIES AND RESPONSIBILITIES

1. Work closely with the CEO and Head of Finance on the financial performance of all commercial operations, including the café, farm shop, cider production, wholesale activity and visitor experiences.
2. Develop, implement and regularly review annual budgets, business plans and financial forecasts.
3. Work closely with the CEO and Head of Finance to monitor the profit and loss performance, ensuring agreed financial targets are achieved.
4. Drive income growth across all areas by developing new opportunities, improving sales performance and identifying new revenue streams.
5. Monitor and manage margins, staffing costs, stock levels and day-to-day expenditure to ensure strong financial control and efficiency.
6. Implement effective stock management and procurement processes to reduce waste and maximise profitability.
7. Implement the necessary IT infrastructure including an EPOS system and electronic rota system and map out continuity plans for any system down time.
8. Work closely with our HR department on the recruitment of staff and any HR matters.
9. Provide leadership and operational oversight of the café and retail operations, ensuring a consistently high-quality customer experience and strong service standards.
10. Ensure robust financial controls, cash handling procedures and reporting systems are in place and consistently followed across all areas.

11. Work closely with the CEO and Head of Finance to produce accurate and timely management information for senior leadership and the Board.
12. Identify, assess and manage financial and commercial risks that may impact the sustainability of the business.
13. Develop business cases to support new products, services and capital investment decisions.
14. Support the development of grant-funded projects and ensure funding is managed appropriately and in line with agreed outcomes.
15. Ensure compliance with all relevant financial regulations, regulatory bodies, internal policies and audit requirements.
16. Promote a culture of commercial awareness, accountability and continuous improvement across the organisation.
17. Develop and maintain partnerships with local businesses and employers to create clear pathways into meaningful employment for autistic and neurodivergent individuals, supporting progression from work placements into paid employment.
18. Ensure full compliance with all food safety, hygiene and food information legislation across the organisation, including the implementation and monitoring of food hygiene standards, allergen management, and food labelling requirements for prepacked foods.
19. Any other duties commensurate with the grading of the post.

When completing your application, please include clear examples of how you meet these requirements.

	ESSENTIAL	DESIRABLE
Education and training	Food Hygiene Qualification Food Safety Level 3	Safeguarding Children Designated Person Alcohol licencing NVQ Level 2 Business Management Autism Specific Qualification
Experience and skills	Significant experience in large scale Retail, Hospitality or Sales, including experience in a supervisory role. Proven track record of generating income and meeting KPIs Managing large staffing teams Cash handling (EPOS) Experience in creating and managing rotas Experience of managing targets and budgets in a large scale operation Experience of appointing staff Experience of creating performance reports to be shared with the CEO and Board of Trustees Strong communication skills, both written and verbal, with an understanding of different methods of communication (e.g. people who are non-verbal) Competent with Microsoft Office including Word, Excel and Outlook Experience of working with parents, carers, other professionals and agencies Experience supervising and managing a team, including skills sharing, learning and development and managing poor performance (where necessary)	Experience in funding streams / placement Experience in the charity sector Good understanding of autism and other forms of neurodiversity Experience of supporting autistic and/or neurodivergent individuals, or those with a disability STEP trained (or similar) Experience Experience of working with food chain suppliers

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Values and attitude	Desire to make a difference to the lives of others Able to lead, motivate and manage staff teams Adaptability Resilience An effective team player with a professional and positive attitude Committed to working in an anti-discriminatory way Be friendly, approachable and patient and strive for the highest quality in all tasks Able to act on own initiative to plan, organise and problem solve Operate with integrity and be fair, honest and respectful at all times Confident and able to put into practice everything learned via our thorough training programme, within multiple environments, which can include challenging or crisis situations	
Other competencies	Means of travelling to and from work without the use of public transport due to the farm’s rural location (Role will require travelling throughout the day so must be able to have access to travel)	Able to drive, with a clean UK driver’s license Knowledge of first aid