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. Any other duties commensurate with the grading of the post.