

TRAFALGAR CINEMAS

JOB DESCRIPTION & PERSON SPECIFICATION

General Manager

KEY INFORMATION

Role Title	General Manager
Reports to	Regional Director
Hours	Full-time, 40hpw
Contract	Permanent
Annual Leave	25 days per annum plus Bank Holidays
Salary	£50-£55k
Location	Chiswick

ABOUT TRAFALGAR ENTERTAINMENT (TE)

We're a leading theatre and live-entertainment group with a national and international footprint.

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a business focussed on bringing people together to share in the live experience; through new productions, through the operation of amazing theatre and live-event spaces, and through distribution of live-streaming content. The group is home to Trafalgar Theatres, Trafalgar Theatre Productions, Trafalgar Releasing, Stagecoach Performing Arts, Drama Kids, London Theatre Direct, Jonathan Church Theatre Productions, Imagine Theatre and Chiswick Cinema.

ABOUT CHISWICK CINEMA

Chiswick Cinema is a five-screen, independent cinema and hospitality venue at the heart of its community. With a lounge, bar, private screening room and event/dining space, it offers a premium experience built around curated programming, membership, and strong local engagement.

It is both a cultural hub and a commercial hospitality business, requiring leadership that balances creative ambition with operational and financial discipline.

ABOUT THIS ROLE

As General Manager, you will be the senior leader of Chiswick Cinema, accountable for its financial performance, strategic direction, operational excellence and community positioning.

You will shape and deliver a clear business plan to achieve or exceed budgeted EBITDA, grow secondary income (bar, events, hires and membership), and strengthen the cinema's reputation as a premium cultural destination.

This is a hands-on leadership role requiring strong venue management, retail/hospitality expertise and entrepreneurial drive. You will combine strategic thinking with operational grip, ensuring a first-class customer experience while building sustainable commercial growth.

You will line manage the Programme & Marketing Manager, FOH Manager and Venue Administrator, creating a high-performing leadership team aligned to Trafalgar's values and objectives.

The General Manager reports to the Regional Director and has wide-ranging relationships with others across Trafalgar Entertainment.

KEY RESPONSIBILITIES

Strategy & Commercial Leadership

- Own the cinema's annual business plan, forecasts and long-term strategy, delivering or exceeding EBITDA and revenue targets.
- Monitor KPIs including Spend Per Head, labour cost ratios, membership growth and retail performance; take decisive corrective action where required.
- Drive profitability across all revenue streams: box office, membership, bar & retail, private hires and events.
- Develop and implement new commercial opportunities, including corporate hires, community partnerships, premium experiences and alternative content.
- Maintain strong financial controls, accurate forecasting and timely reporting in collaboration with central finance.
- Optimise labour models to ensure efficiency and service excellence.

Programme, Product & Marketing

- Work closely with the Programme & Marketing Manager to curate a commercially effective and locally resonant programme.
- Ensure contracts for film bookings, events and hires are executed accurately and in line with company policy.
- Champion data-led marketing and membership strategies to grow loyalty, frequency and yield.
- Drive in-venue marketing standards and premium brand presentation.
- Identify event-led growth opportunities (Q&As, festivals, private screenings, corporate partnerships, hospitality-led events).

Retail & Guest Experience

- Lead and evolve the bar and hospitality offer to maximise secondary spend and reinforce the premium positioning of the venue.
- Ensure exceptional customer experience at every touchpoint, from booking to departure.
- Maintain rigorous standards of presentation, cleanliness and service.
- Introduce upselling strategies, product innovation and pricing optimisation to grow revenue per head.

People & Culture

- Lead, inspire and develop a capable, motivated leadership team and wider workforce.
- Set clear objectives and performance measures aligned to business targets.
- Embed Trafalgar's values, fostering an inclusive, respectful and high-performance culture.
- Oversee recruitment, workforce planning, training and succession development.
- Build a talent pipeline and support internal progression where possible.

Operations, Compliance & Governance

- Ensure full compliance with licensing, health & safety, employment legislation and company policies.
- Oversee building maintenance, contractor management and statutory compliance.
- Maintain robust operational processes, payroll controls and administrative standards.
- Act as the senior escalation point for operational, HR or customer matters.

Partnerships, Community & Group Collaboration

- Position Chiswick Cinema at the heart of its community through proactive engagement with local businesses, schools, arts organisations and stakeholders.
- Develop relationships with corporate clients and community groups to drive private hire and event income.
- Act as an ambassador for both Chiswick Cinema and Trafalgar Entertainment.
- Collaborate with central TE teams to maximise shared opportunities and cross-business initiatives.

PERFORMANCE MEASURES

- Venue profitability and EBITDA contribution
- Delivery of annual business plan and KPIs
- Growth in secondary income (bar, hires, events)
- Membership growth and retention
- Spend per head and labour efficiency ratios
- Customer satisfaction and service excellence metrics
- Staff engagement, retention and development
- Community engagement and partnership outcomes

ABOUT YOU

We are seeking a commercially driven and operationally confident venue leader with strong hospitality and retail expertise.

You will be:

- An experienced General Manager, Venue Manager or senior operations leader within cinema, hospitality, retail or live entertainment.
- Commercially astute, financially literate and confident managing budgets and P&L performance.
- Entrepreneurial and proactive, with a track record of developing new revenue streams.
- Experienced in managing premium customer experiences and high-performing teams.
- Skilled at balancing strategic oversight with operational detail.
- A confident communicator, able to influence stakeholders internally and externally.
- Organised, resilient and adaptable in a fast-paced environment.

DESIRABLE EXPERIENCE

- Experience within independent or boutique cinema operations.
- Strong retail or bar/hospitality background with evidence of revenue growth.
- Knowledge of cinema management systems (e.g. Indy).
- Experience managing membership or loyalty schemes.
- Relevant management or H&S qualifications.