



Guest Experience Lead (Brand Home Supervisors)

At The Lakes Distillery we believe in taking the lead and following our instinct. We have been distilling for only 9 years, but this ethos has already resulted in us being voted number 1 of 8 distilleries to visit in the world before you die (World Whisky Day), hold Gold Certified status with Visit England since 2018, and most recently been awarded the *World's Best Single Malt* at the 2022 Whisky Magazine Awards.

We endeavour to build a community within The Lakes that values the contribution different people make. Drawing upon their unique experiences will drive innovation and progress. When recruiting, we are focused on attracting people who share our beliefs and brand values and want to join us on our journey. You will need to be highly motivated at the prospect of joining an ambitious business, with an entrepreneurial approach. We are looking for people who value quality above all else and believe in being courageous, seeking out opportunities and are passionate about the role they play in what is truly a team effort.

Main Purposes of Role:

The Guest Experience Lead will manage the smooth and efficient running of a busy on-site operation across three site business units (Tours, Retail and Bistro), while supporting the Operations Managers in delivering the site-wide strategy and vision.

They will ensure the successful operation across people, processes, procedures, and implementation of effective working practices. They will also focus on executing cost-effective practices while assisting with revenue growth. Leadership and management of the Guest Experience Hosts will be critical to ensure the highest quality guest experience.

Principal Duties & Responsibilities of the role:

- Manage a range of direct management reports critical to the success of the Experience operation by delivering all KPIs, expected outcomes and development plans, while measuring performance through appraisals and regular workplace review.
- Ensure all teams are working within forecasted labour cost expectations, and positions are appropriately covered, with the preparation and communication of site rotas.
- Support the recruitment of Guest Experience Hosts and seasonal staff and build a team culture with the capability, energy, and purpose of delivering the Brand Home vision and strategy.
- Supported by the HR Team and Brand Home Operations Managers, effectively manage all people aspects of the Guest Experience team.
- Support all health and safety initiatives, ensuring that appropriate legislation and requirements are followed.
- Develop and implement training procedures, development plans and regular team training sessions
- Follow procurement and stock management processes and procedures, by appropriately managing stock rotation and stock levels, whilst adhering to budget and consumer demand. In addition, carry out all stocktakes.
- Ensure Guest experience areas are represented in line with a Visit England Gold Standard attraction.
- Support the operations manager to achieve commercial goals through the timely completion of the necessary financial reports with a high level of attention to detail and accuracy.
- Lead the guest experience team to ensure that the standard of service is in line with our strategy for day-to-day operations and during events both on and off site.
- Develop self and team in overall spirits knowledge with a specific focus towards The Lakes Distillery products.
- Duty Management which includes responsibility and accountability for site security, cashing up, maintaining stock levels, and clear decision making.

Skills & Experience

- Culture and solutions-focused with the ability to act proactively to develop initiatives that have a positive and meaningful impact on the operation of the business
- Exceptional leadership qualities, being able to deliver the vision with the team and foster engagement to actively participate in the successful delivery of the plan
- Outstanding organisational and communication skills, with a detail-oriented mindset and the ability to lead and develop a diverse group of people.
- Comfortable with change and with the awareness and understanding to pivot where required and demonstrate the agility to meet the needs of a growing business.

- Demonstrate an autonomous work ethic and show a high level of attention to detail, applying continuous improvement when developing systems and processes, analysing data, and managing the ebbs and flows of a seasonal operation.

Qualifications & personal attributes

- A minimum of two years proven leadership and management skills, ideally gained in a hospitality environment
- Persuasive and confident, with the ability to engage with the entire Lakes Distillery team and all our guests
- Strong problem-solving capabilities with the ability to adapt to changing environments
- Excellent leadership skills with a hands-on approach and lead-by-example work style
- Experience of using IT Systems
- An open, positive, and communicative personality
- Clean full UK driving licence

Salary: £26,000 pa