



General Manager, F & B Application Pack

St Martin-in-the-Fields Ltd

## **WHO WE ARE**

St Martin-in-the-Fields (St Martin's) is an incredible place to work. Located in the heart of London on Trafalgar Square, we are a place for everyone – to worship, to relax, to meet, to eat and drink, to enjoy music and the arts and much more. We have iconic spaces and we attract hundreds of thousands of people through our doors each year.

The Limited Company is responsible for running the commercial operations across the site. This includes the Crypt Café, the Courtyard Kiosk, a shop, corporate events, private dining and hospitality, 300+ concerts p.a., exhibitions and pop-up initiatives. Each year (pre Covid), upwards of £5m commercial revenue is generated and the Food and Beverage (F&B) areas are by far the biggest elements of this. With many thousands of people coming to eat and drink on our site each year, our Cafés are the heartbeat of our commercial operations.

As we emerge from the pandemic we are in a phase of renewal and reinvention. Under the direction of a new Chief Executive, we have ambitious plans to develop new F&B initiatives; to revitalise our offer and to completely rethink what the Crypt Café could be; to start new late night entertainment and dining events; to look at private dining opportunities in our unique and iconic spaces; and to generate additional income from new outdoor initiatives such as our Summer Music Stage or a planned Winter Food Festival.

As General Manager you will be a vital part of this exciting new journey. Your experience and vision will be essential, and your opinions will be sought as we develop our future plans to offer great and unique F&B as well as exceptional visitor experiences.

We have one of London's most iconic spaces for eating and drinking and we want to use it in new and exciting ways. This role is key to helping us achieve that.

## **OVERALL PURPOSE**

You will have several key responsibilities, primarily to develop a fresh, imaginative food and drink offer that appeals to the wide range of existing visitors, whilst attracting new visitors to St Martin's – both public and corporate. This will include contributing to the strategic development of our site wide F & B offer, extending our offer and retail range to reflect and enhance our brand.

Your appetite and ambition to agree and achieve challenging targets will be fundamental in this role. Whilst providing an offer that works hand in hand with our desire to be responsible stewards of the earth – reviewing food miles and monitoring our carbon footprint.

We want to provide a place for our team to learn, develop and provide opportunities for those whom St Martin's help via its charitable objectives, your skills and experience in sharing knowledge and support personal development will be invaluable.

You will have the opportunity to work with like-minded partners to help develop and deliver our vision, reflecting the values of St Martin's.

We know people eat with their eyes, and in this role, you will contribute to the development of our marketing, particularly social media engagement enticing people to come and experience the hospitality we have to offer at St Martin's.

## **WORKING WITH US**

Based at: St Martin-in-the-Fields, Trafalgar Square, London

Working pattern: full time

Salary: Competitive plus Workplace pension (subject to t & cs)

Perks: free tea and coffee, access to Employee Assistance Programme (EAP), discounts in shop and cafés (subject to t & cs)

Holiday entitlement: 25 days holiday plus bank holidays

For a full job profile see our website <https://www.stmartin-in-the-fields.org/jobs/>

St Martin's is a place where everyone is welcome and we welcome applications from everyone. We want to attract people to work for us from a broad range of backgrounds with diverse attitudes, opinions and beliefs so that we can continue to look at the world with fresh eyes and find new ways of doing things.

St Martin's is committed to diversity and inclusion and we believe this helps us to be a more relevant and effective organisation.

## **JOB PROFILE**

### **Food and drink**

With advice and support of the CEO, other members of St Martin's team plus external partners, lead on the redevelopment and operational implementation of the new food and drink offer at St Martin's, for our new and existing customers

Key accountabilities:

- Ensuring a refreshed, socially conscious food and drink offering is delivered efficiently, consistently and to an exceptional standard, while broadening the appeal to eat and drink at St Martin's at every opportunity – café visitors, concert goers, congregation, retail shoppers and visitors (passing trade and pre booked)
- Nurture relationships with external partners for food and drink offer, and best catering options for booked events ensuring external partners meet or exceed St Martin's social conscious/vision
- With the team ensure seamless delivery to booked events
- Produces the business plan and budgets for all food and drink within SMITFL, monitors and manages delivery
- Setting ambitious targets in terms of generated income and food and drink offering but operates within agreed financial parameters and rigorously monitors income and expenditure

### **Events and cross site**

Working with the team, external caterers where appropriate to ensure food and drink service meets the expectations of service required

Key accountabilities:

- Working with the CEO capitalising on the spaces and services on offer to create a thriving food offer
- Delivering the re-imagined offer in all locations at St Martin's
- Setting ambitious targets in terms of generated income and food and drink offering whilst operating within agreed financial parameters and rigorously monitoring income and expenditure
- Achieve compliance with statutory regulations for food service and licensed premises
- Ensuring full alignment of the offer with the ethos, values and ongoing activities of the rest of St Martin's, e.g., our ever-open door welcome to all, sustainability, education, London Living Wage employer

### **Management**

- Communicating effectively with all parts of St Martin's, ensuring alignment and integration with St Martin's whole-site mission and strategic plans
- Develop the team to hospitality excellent in service and delivery
- Working consistently and effectively with marketing to ensure maximum impact, reach and financial return

- Attending Board and Senior Management team meetings as required
- Producing the business plan and budgets for food and drink, including an advance schedule of activity, an annual budget and cash flow
- Supported by SMITFL's Finance team, monitor and account for resources and expenditure
- Monitoring and managing staff and ensure they are equipped to deliver their roles and responsibilities
- Ensuring that St Martin's workplace policies are followed and implemented.
- Representing St Martin's externally and acting as ambassador in terms that are consistent with St Martin's mission and ethos

## PERSON SPECIFICATION

	Essential	Desirable
<b>Education &amp; qualifications</b>	<ul style="list-style-type: none"> <li>• 3-5 years' + experience leading and developing a food and drink business</li> <li>• Supervising Food Safety Level 3</li> <li>• HACCP and COSHH trained</li> <li>• Premises Licence holder</li> <li>• Fire safety</li> </ul>	<ul style="list-style-type: none"> <li>• Formal hospitality or business management qualifications</li> <li>• First Aider at Work</li> </ul>
<b>Experience &amp; job knowledge</b>	<ul style="list-style-type: none"> <li>• An experienced manager having operated at a senior level within an equivalent establishment</li> <li>• Good working knowledge of London food scene, to include: <ul style="list-style-type: none"> <li>- EPOS systems and IT literate</li> <li>- Procurement</li> <li>- Working with contractors</li> </ul> </li> <li>• Experience of line-management, training and collaborative working</li> </ul>	<ul style="list-style-type: none"> <li>• A proven track record of negotiating and contracting</li> <li>• Worked with or on social enterprise projects</li> </ul>
<b>Job related skills / competencies</b>	<ul style="list-style-type: none"> <li>• Well-networked across the hospitality industry</li> <li>• Good at developing efficient, effective and reliable internal monitoring and reporting systems.</li> <li>• Excellent written and spoken interpersonal skills</li> <li>• Delivering training, individually and in groups</li> </ul>	
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Evidence that they will lead with authority, manage with sensitivity</li> <li>• A good communicator – someone who invests in working relationships and keeps communication channels open and active</li> <li>• Confident financially with experience of developing and monitoring budgets, and of commercial performance reporting</li> <li>• Good motivation skills</li> <li>• Adaptable</li> </ul>	

<b>Additional relevant criteria</b>	<ul style="list-style-type: none"> <li>• Cross entity team player at a senior leadership level</li> <li>• Commitment to wholeheartedly endorse and embrace the ethos and mission of St Martin's and to live this out in all elements of the role</li> </ul>	
-------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--

## HOW TO APPLY

To apply for this post, please email the following to [recruit@smitf.org](mailto:recruit@smitf.org):

- a supporting statement no longer than 2 sides of A4, explaining why you want to join us
- a CV including details of two referees, one of whom should be your current or most recent employer
- interviews by arrangement in person

If you would like to chat about this role, please call a member of the Human Resources Team on 020 7766 1101.

For a full job profile see our website <https://www.stmartin-in-the-fields.org/jobs/>

**As we generally receive a high volume of applications, we do not acknowledge receipt. Only shortlisted candidates will be contacted. Please note this advert may close at short notice.**

**WANT TO KNOW MORE?** Look at our social channels to get a glimpse inside life at St Martin's.



@stmartininthefield  
@smitf\_london  
@smitf\_venues



@smitf\_london



@stmartininthefield  
@cafeinthecrypt

