



General Manager Success Map

Job Title: General Manager

Reports To: Deputy Director

Direct Reports: Guest Services Associates; Cafe Manager; Front of House Coordinator

Position Overview

Reporting to the Deputy Director, the General Manager is a full-time, exempt employee who oversees the operations and logistics of AcA's guest services and manages the rental program.

Focus Area 1: Front of House Management

Success Statement: The AcA manages a professional front-of-house operation that ensures that AcA property, equipment, personnel, and customers are treated with utmost respect.

Performance Standard:

- Hire, train, and direct Guest Services Associates to ensure an excellent guest experience
- Ensure proper scheduling for the front of house and that the front of house is always maintained at the highest standard with tidiness, organization, and security
- In collaboration with Cafe Manager, set cafe goals then develop and execute a plan to achieve these goals
- Develop and refine protocols for staff during daily operations and concerning events and maintain the Front of House Handbook
- Build and manage all ticketing operations for AcA performances and events, including those hosted by outside organizations using AcA spaces and resources
- Work closely with the Administrative Services Manager to ensure reconciliation of daily closing totals and post show reports
- Ensure all internal calendars are accurate and informative of activities in the building
- Schedule outside contractors related to Front of House operations including cleaning and security staff
- Continually troubleshoot and improve systems in the front of house and rental programs
- Perform other duties that may arise related to the management of AcA's front of house

Focus Area 2: Guest Services

Success Statement: Visitors to AcA feel welcome and receive reliable service from public facing staff and volunteers.

Performance Standard:

- Manage staff and volunteers related to public-facing roles in accordance with AcA policies
- Serve as line-manager, dealing directly with the public, as needed
- Work with the Front of House Coordinator to ensure a sufficient pool of qualified and trained staff and volunteers are available for AcA's variety of year-round events and activities
- Support and engage with efforts to increase daily foot traffic to the galleries and cafe with other appropriate departments



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Focus Area 3: Rental Sales

Success Statement: Clients and potential clients of the AcA's rental program receive highly professional service for their use of the AcA facility and the community at large is aware that we offer facility rentals.

Performance Standard:

- Communicate directly with clients and potential clients to provide an efficient and professional service related to AcA's rental program, which includes sales for meetings, public events, private receptions, photo and film shoots, and others
- Work closely with the Deputy Director to negotiate and complete rental sales
- Set facility rentals goals then develop and execute a plan to achieve these goals
- Communicate internally with appropriate staff regarding rental schedules, technical needs, security and janitorial needs, and payment plans
- Manage change orders to minimize impact on existing plans and maximize revenue from rentals
- Provide direct supervision during rental events as appropriate

Focus Area 4: Workplace Relationships

Success Statement: AcA has a cohesive team that supports one another and the mission of the organization.

Performance Standard:

- Oversee and run the weekly Logistics meeting comprised of support staff departments to ensure building and staff are ready for all events
- Prepare for and participate in regular meetings including a bi-weekly department head meeting, a bi-weekly staff meeting, and a regular one on one with the Deputy Director
- Work closely with AcA's Marketing team for all relevant areas
- Assist other staff members and board members, as appropriate
- Function with a continuous improvement mindset for all areas of oversight
- Assist with special projects, as appropriate

Qualifications

- Must be a team player
- Must have a flexible schedule
- Must have superior communication skills
- Must demonstrate the ability to work independently and under pressure, with excellent problem solving skills
- Must be comfortable with technology and able to use a variety of programs; GSuite, Microsoft, SimpleTix, and others
- Experience supervising staff in customer service roles is required
- Experience managing production logistics for events is required