



Job Description

General Manager

Key Details

Hours: Full time 40 hours per week with options for flexible working. Occasional weekend and evening working

Salary range: c£35,000 plus benefits including pension

Location: Deen City Farm, Merton, SW19

This post is subject to an enhanced DBS check

A message from our chairman Henry Nelles

Thank you for your interest in the role of General Manager at Deen City Farm.

Deen City Farm and Riding School is a special place, in the heart of both south west London and also our local community.

Our new General Manager will be taking over at both an unusual and exciting time. Like all businesses and charities, the COVID19 outbreak has presented us with challenges and opportunities. We are therefore looking for someone who will relish these and work with both staff, trustees and the local community to further develop the Farm, ensuring that it not only survives but thrives in the future and continues to bring a little bit of the countryside to our part of this great city.

Purpose of the Role

Deen City Farm is a successful community resource comprising a city farm, riding school and garden project based in the London Borough of Merton. Our mission is to be an oasis providing urban communities with the opportunity to connect with animals and nature. Our founding charitable objectives include promoting education in agriculture, horticulture, home-crafts, country life and animal care and providing facilities for members of our local communities, in particular those considered the most vulnerable.

We are now seeking to recruit a General Manager. Reporting directly to the Board of Trustees, the General Manager will provide leadership to the organisation. The successful candidate will:

- Oversee day to day operations.
- Ensure that the farm meets its objectives in line with its mission, governing documents, funder requirements and legal obligations.
- Provide strategic direction and management to our managers, staff and volunteers.
- Work with the Board to formulate the strategy for delivering on the mission.

A key priority for this role will be to work closely with the board and management team to develop and deliver innovative business, fundraising and communication/publicity strategies and work to ensure the long-term sustainability of the farm. A positive attitude, ability to identify imaginative and productive ways of utilising the farm's many assets, and the drive to deliver on those plans will be essential as the farm moves towards one of the most challenging and potentially exciting periods in its history.

Main Duties and Responsibilities

Strategic Planning

- Work closely with the Chair, Vice Chair and Board of trustees to develop a strategy for the farm.
- In collaboration with the wider team, create an annual business plan ensuring that it reflects the strategy of the charity.
- Monitor progress against the business plan, ensuring its aims are met.

Leadership and Business Management

- Provide visible leadership to the farm team inspiring, motivating, developing and managing staff within a culture of continuously improving performance.
- Day to day responsibility to ensure that the farm meets its objectives in line with its mission, governing documents, funder requirements and legal and regulatory obligations.
- Ensuring timely and appropriate reporting in place to the board of trustees across all departments and projects.
- Ensure high-quality, customer focussed and constant service provision in all department areas.
- Oversee IT, database and website management including e-commerce functions, web applications and social media.
- Devise budgets and manage finance systems and procedures to ensure the organisation's financial stability and development including meeting Charity Commission requirements.
- Manage the farm's HR functions ensuring appropriate performance and people management and training and development to support a high performing and motivated workforce.

- Lead the planning function across the organisation and ensure it operates effective processes, linked to strategy, business plans and financial considerations.

Operational Management

- Responsibility for all aspects of operational and site management.
- Ensure that managers implement appropriate routines to manage day-to-day functions of the overall organisation.
- Monitor, measure and report on all operational issues, business plans and strategies within agreed formats and timescales.

Fundraising, Income Generation, Marketing and Communications and External Relations

- Lead on developing and overseeing delivery of effective communication, marketing and income generation strategies and activities.
- Design and manage approaches to funding bodies to meet grant-giving criteria and ensure effective and timely monitoring and reporting to funders.
- Seek new funding opportunities to enable the development of new services and the sustainability of existing service provision.
- Lead on the development of new income generation ideas and initiatives, maintaining existing partner relations, whilst seeking new opportunities.
- To represent the farm in local, regional and national forums and networks to identify opportunities and innovative best practice.
- Manage relationships and promote the farm's interests with key voluntary, community and statutory partners including voluntary sector infrastructure and industry umbrella and regulatory organisations.

Governance & Compliance

- Ensure that the Farm's suite of policies across all functions and service areas are up to date and reviewed in response to changing legislation and best practice requirements.
- Manage business administrative matters, e.g. annual returns, independent accounting inspection.
- Overall responsibility for health & safety compliance and policy implementation.

- Develop the organisation's approach to introducing energy and cost saving green technologies.

Other Responsibilities

- Any other relevant duties commensurate with the role.

Person Specification

Education, Training and Work Qualifications

Essential:

- Degree or equivalent experience.
- Evidence of continuous training and personal development.

Desirable:

- Animal, horticultural or Equine Science qualification.
- Business Management qualification.
- CIPD qualification.
- Clean driving licence.

Relevant Experience

Essential:

- Senior staff and operations management ideally gained within a public facing and customer focussed environment.
- Experience of strategy implementation to achieve operational effectiveness and leading organisational and cultural change initiatives.
- Evidence of successful financial management and commercial astuteness.
- Delivering successful projects and/or programmes.
- Skilled networker with a track record of positive relationships at a senior level.
- Demonstrable record of overall business leadership and achievement of specialist service delivery at senior management level in busy environment involving service provision to the public.

Desirable:

- Experience of voluntary sector working.
- Experience of introducing new services within a multi-disciplined structure.
- Experience of working closely and effectively with a board of trustees or non-executive directors.

Skills, Abilities and Knowledge**Essential:**

- Ability to generate income and fundraise.
- Forward thinking, positive, action orientated and result focussed.
- The ability to apply a significant degree of evaluative judgement.
- Effective in leading, managing and developing staff and performance.
- Highly skilled written and verbal communicator with the ability to make complex information understandable for audiences at all levels.
- High degree of literacy & numeracy.
- Skilled and experienced influencer and negotiator, able to represent the organisation at all levels.
- Proven creative, innovative and pragmatic problem solving skills and abilities.
- Excellent organisational skills, able to prioritise and fulfil tasks within deadlines.
- A strong customer service ethos with a commitment to collaborating with others

Desirable:

- Awareness of charity governance

Personal Qualities

- Inspirational and inclusive leader who delivers high quality results and empowers and motivates others at all levels, internally and externally, to facilitate change.
- Persuasive, passionate and eloquent communicator, whose personal values and ethics are closely aligned with those of Deen City Farm.
- Fast learner and good listener, who contributes positively and effectively to any team, and whose drive and determination is focused on delivering services to vulnerable communities.
- Dynamic, persuasive, charismatic with the ability to adopt a coaching approach in working with others.
- Strategic and visionary thinker and innovator with integrity, resilience and creativity.
- The ability to instil confidence and trust in others and act with tact and diplomacy.