



LA MARE WINE ESTATE

— JERSEY —

JOB DESCRIPTION

Job Title: **Catering & Events Manager,**
Reports to: La Mare Estate Head of Sales and Events
Line Management: Supervisors and teams within the café, tourism, and events team.

Introduction

La Mare Wine Estate and Distillery is a unique venue situated in the beautiful Jersey countryside, comprising of a working estate of vineyards, orchards and beautiful grounds. Established in 1972, La Mare has grown from a small vineyard into a busy tourism attraction, wedding and corporate event venue as well as producing a range of local products. Set in the peaceful grounds of a traditional 18th century granite farmhouse, La Mare Wine Estate is a working 25 acre domain, committed to creating the very best wines, ciders and spirits, along with hand-made preserves, fudge, and chocolates.

In addition to the main Estate, the company also has a retail outlet situated in King Street, and a joint venture with Jersey Pottery at the Airport selling products from the Estate range.

1. Job Purpose: The Role

The Catering & Events Manager reports directly to the Head of Sales and Events. This role will work to deliver the sales targets and profitability of all the catering, events and Tourism activity of La Mare Wine Estate. The role also involves supporting the Head of Sales & Events in growing the business opportunities in both corporate and private events. The aim of the Catering & Events Manager is to deliver the best possible experience for customers. The post holder will lead the estate's front of house team and be responsible for training and development of their team. Additionally, the post holder will also have an admin role in dealing with the various admin aspects of the above including, cashing up, banking, invoicing, ordering, POSS till system maintenance and back-office system.

As a guide, the focus of this role should be weighted as 35% Catering, 45% Events, 10% Tourism, 10% Admin. There are obvious seasonal elements, so this is a 'best estimate'.

2. Responsibilities – Accountabilities

2.1. Manage the teams across all areas including rotas, internal communication



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and performance management with special focus on developing and maintaining a strong team who are able to deliver exceptional experiences for our customers. Day to day cover for the team leaders under your management when required, i.e. during extremely busy periods and covering time off.

- 2.2. Achieve financial objectives through agreeing targets with the Head of Sales and Events as well as scheduling expenditure, analysing variances and initiating corrective action where required for the café, events and Tourism departments.
- 2.3. Manage the full customer experience for visitors to the estate, from defining initial scope, setting budgets to meet profit margins and ensuring that all areas have a full team enabling them to meet high standards of customer service and hygiene. This will involve briefing meetings with the Head Chef and management team as well as liaison with the Head of Sales & Events to agree menus, resources and requirements.
- 2.4. Maintaining stock control on the POS system in particular the retail and food and beverage areas.
- 2.5. Exploiting all marketing opportunities to promote the estate to corporate and private customers. This may involve working with the Marketing Manager and the Head of Sales and Events to help devise the overall strategy and tactics in place for the estate.
- 2.6. Ensure all team members adhere to the Health and Safety policy and that relevant trained first aiders and fire wardens are in place.
- 2.7. Support the needs of the business by arranging cover for other areas of the Estate as and when required.
- 2.8. Prepare updated reports on activities for the Managing Director and the Head of Sales & Events as and when required.
- 2.9. Ensure a presence Front of House as the face of customer service for the La Mare brand and at all events, on or off site. This will include professional and swift resolution to any customer complaint issues that arise.
- 2.10. Delivery and management of the *Estate Event Experience*, including promoting the brands, ensuring customer satisfaction and maximising opportunities to use the full Estate product range. This may involve working with the Production Manager and Head Chef.

3. Skills – Knowledge – Experience

- 3.1. Proven event management experience in a catering environment, with the ability to demonstrate managing beyond a single calendar year of turnover and profitability
- 3.2. Proven budget management experience with volumes exceeding £100,000 per



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- 3.3. Excellent interpersonal and influential skills combining diplomacy with the ability to manage and motivate staff and have excellent customer skills.
- 3.4. Drive and energy to lead a team and keep them on board and working to team standards.
- 3.5. Cross-functional working skills.
- 3.6. A creative and open-minded approach to problem solving.
- 3.7. CMI Management Diploma Level 3 or higher

Excellent organisational and communication skills are necessary to turn ideas into reality. Good project management and time management skills are a must together with the ability to communicate effectively at all levels both orally and in writing.

This job is a salaried position with a normal working week of five and a half days (estimated to be 6 days per week in summer and 5 days per week in the winter months). However, as the role is essential for hands-on event management, café and tourism cover it will involve frequent work at weekends and in the evenings.