

GENERAL MANAGER

JOB DESCRIPTION

JOB TITLE:	General Manager
WHO YOU WILL REPORT TO:	Head of Operations
WHO YOU WILL BE RESPONSIBLE FOR:	Full Site Team

ABOUT THE HANGAR

The Climbing Hangar started life in a Liverpool warehouse in 2011. Since then, we've grown to become a national business with sites across the UK. Our mission is simple – to inspire bolder living through indoor climbing.

We bring together epic climbing, fresh coffee and a fun-filled community to cities all over the UK. We are passionate about climbing. But more importantly, we're passionate about the impact that a social, challenging, supportive, progressive and fun activity can have on people's lives, regardless of ability, age or fitness.

We are obsessed with creating unforgettable experiences for climbers of all levels. As one of the leading climbing groups in the UK indoor climbing industry, we're dedicated to pushing the boundaries of what's possible and fostering a community where adventure thrives. Our climbing facilities are more than just walls – they're vibrant hubs of energy, creativity, and connection. Join us on this exhilarating journey as we inspire people to reach new heights and discover their inner strength #boldertogether

THE ROLE

As General Manager, you will combine commercial, financial, and operational leadership to drive centre performance and build a loyal climbing community. Your focus is on attracting and retaining customers, maximising in-centre sales, and achieving KPIs within a controlled cost base.

You will deliver The Climbing Hangar's customer engagement strategy, ensuring an exceptional, community-driven climbing experience. Leading by example, you will guide and develop your team to uphold high service standards and foster continuous learning. This role requires strong leadership, accountability, and a hands-on approach to daily operations.

KEY RESPONSIBILITIES

Commercial Leadership & Business Performance

- Responsible for the overall commercial strategy to deliver membership sales strategies, retention initiatives, and targeted acquisition campaigns, where initiatives are approved.
- Oversee retail and café sales, optimising product mix, pricing strategy, and upselling initiatives to improve margin and profitability.
- Develop and execute membership acquisition, conversion, and retention strategies, transforming pay-as-you-go customers into long-term members.
- Own full sales performance at the point of service, implementing structured sales processes, KPI tracking, and team accountability measures.

- Establish performance benchmarks and lead continuous improvement initiatives across the site.

Customer Service & Community Engagement

- Champion a welcoming, inclusive, and customer-focused environment for climbers of all ages and abilities.
- Set and role model exceptional customer service standards across the site.
- Ensure staff proactively engage with customers to build relationships and enhance loyalty.
- Drive service-led selling behaviours across the full site team, ensuring every interaction supports membership conversations, retail add-ons or café upsell opportunities.
- Hold overall accountability for safeguarding compliance, ensuring procedures are followed across the site. This role may involve contact with children.
- Handle enquiries, complaints, feedback, and escalations professionally, using insight to improve service delivery.
- Support marketing, events, partnerships, and social media engagement to grow the local community.
- Stay informed about climbing trends and gear to help staff, enhance customer knowledge, and promote the climbing culture.
- Lead and oversee all climbing sessions, classes, events, competitions and social sessions to ensure safety, efficiency and an excellent customer experience.

Financial Management & Revenue Growth

- Responsible for achieving budgeted EBITDA by maximising revenue and controlling costs, with a focus on staffing, stock and wastage.
- Analyse P&L performance, forecast revenue trends, and plan resources effectively.
- Monitor daily/weekly/monthly income streams across memberships, passes, classes, retail, and café sales.
- Set sales capability expectations, monitor conversion rates, and adjust tactics based on performance insights for all staff.
- Collaborate with marketing on promotions, referrals, and membership offers.
- Oversee retail sales strategy and ensure a strong product mix aligned with bouldering culture.

Operational Excellence

- Ensure adherence to all operational, HR, and H&S policies, including workforce management systems and digital compliance systems.
- Produce efficient rotas and manage holiday, sickness, and uniform standards.
- Oversee customer issue resolution and ensure learning is shared across the team.
- Maintain visible operational leadership across the site, stepping in where required to uphold standards and support the team.
- Liaise with finance, operations, marketing, and HR to align site performance with business objectives.

Health & Safety Management

- Hold ultimate responsibility for site compliance with all health and safety, cleaning and PPE requirements, delegating tasks as appropriate.
- Ensure appropriate safety checks, risk assessments, and maintenance processes are in place and effective.
- Act as Fire Marshal and First Aider, managing incidents in line with protocols.
- Support EHO inspections and ensure accurate safety documentation is maintained.

Communication & Systems

- Maintain clear communication with staff, the support office, and other sites.
- Manage emails, member requests, partner communication, and internal workflows.
- Oversee booking systems, CRM/membership software, point of sale systems, and internal communication platforms.

Staff Management & Development

- Recruit, onboard and train staff, ensuring compliance with The Climbing Hangar policies and H&S standards.
- Lead regular team meetings, ensure values-aligned communication, and conduct probationary and quarterly performance reviews.
- Ensure the management team effectively coaches staff in sales confidence and performance.
- Encourage staff development and ensure a supportive, positive and high-performing culture.

Barista & Food Service Management

- Act as the site's responsible person for food safety compliance.
- Lead and train staff in barista skills and food safety standards to ensure consistent, high-quality coffee and food service.
- Maintain and troubleshoot coffee equipment, oversee safe food handling and storage in line with HACCP, allergen regulations, and Natasha's Law, and ensure accurate compliance records are kept.
- Stay up to date with menu changes and promotions to support effective upselling and team communication.

PERSON SPECIFICATION

Essential Criteria









- Right to work in the UK.
- Strong leadership and team management experience, preferably in a sports or leisure facility.
- Proven ability to run day-to-day operations to a high standard.
- Confidence in managing budgets, financial reporting, site performance, and P&L analysis, leveraging this data to inform decision-making.
- Confidence working with sales targets, KPIs and commercial dashboard.
- Strong experience in a revenue-driving environment (retail, hospitality, fitness, leisure, F&B).
- Confidence using point of sale, rota, and reporting systems.
- Excellent customer service and problem-solving skills.
- Clear communication and ability to work closely with various stakeholders.
- Strong organisational skills and understanding of health & safety.
- Commitment to safeguarding and promoting welfare.
- If based in England or Wales, a Basic DBS certificate is required for this role. If you then pursue coaching during your employment with us, an Enhanced DBS certificate is required, and you will also be asked to complete a DBS self-declaration form. (TCH-funded)
- If based in Scotland, you will be required to join the PVG scheme. (TCH-funded)

Desirable Criteria

- Passion for climbing and a genuine interest in promoting the sport to others.
- Previous experience delivering, teaching, instructing, or coaching in any setting.
- Relevant training (e.g., First Aid, safeguarding, climbing qualifications).
- Experience in supporting local marketing initiatives, events, and community engagement.
- Experience delivering successful projects or operational improvements.
- Commercial business development and sales skills.

WHAT'S IN IT FOR YOU?

In return for your brilliance, you will receive a 20% discretionary annual bonus, plus:

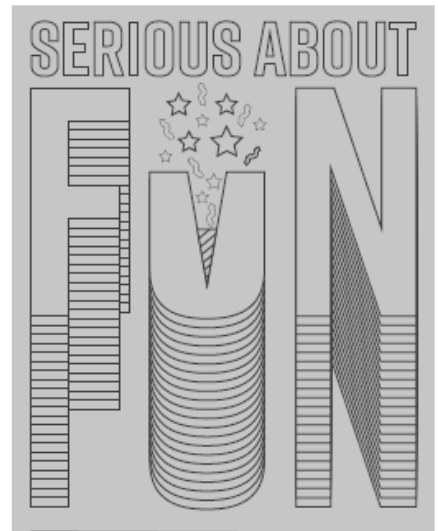
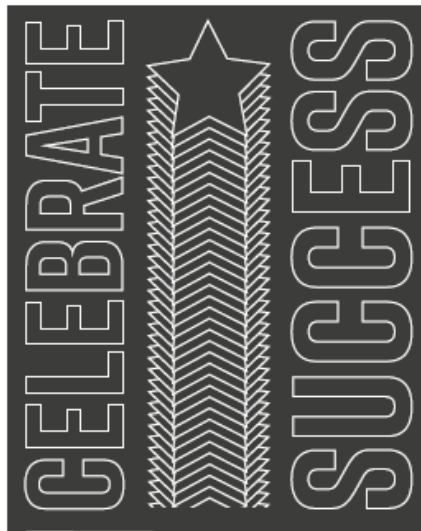
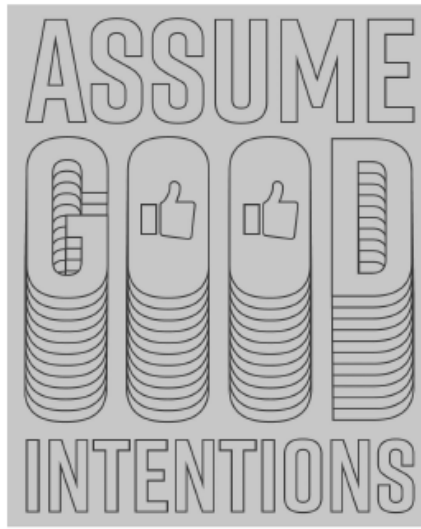
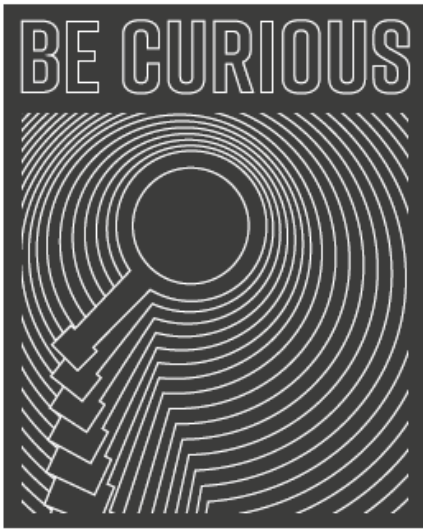
 <p>Free climbing for you, a plus one and your dependants</p>	 <p>Rota in advance (4 weeks)</p>	 <p>Long service recognition</p>	 <p>Employee Referral Scheme</p>
 <p>Access to our Employee Assistance Programme</p>	 <p>Generous discounts on food and drinks from our Café</p>	 <p>31 days annual leave per year (Pro-rata & inclusive of bank holidays)</p>	 <p>Competitive salary</p>

WORKING CONDITIONS

- Customer-facing role.
- Ability to work flexible hours, including evenings, weekends, and holidays.

OUR VALUES

We believe that life is a series of adventures, that it's easier to get better together, that we should strive to deliver the unexpected... and we believe that applies as much to the service we provide to our customers as it does to the way we run our business and work with our teams. We're a close-knit team and looking for a new team member that will quickly feel part of the family. We value people that are:



It's important to the business that our members feel part of a community and that spirit of inclusiveness begins with our team. Let's be totally clear, if you don't think being inclusive is the enlightened path, you won't like working here. Please apply elsewhere.

EQUAL OPPORTUNITIES STATEMENT

We are an equal opportunities employer and are committed to ensuring equality of opportunity for all. We welcome applications from all suitably qualified candidates regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation. All employment decisions are made based on merit, skills, and experience.

SAFEGUARDING STATEMENT

The Climbing Hangar acknowledges the duty of care to safeguard and promote the welfare of children and vulnerable adults at risk. The Hangar is committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice.

TO APPLY...

Please send your CV and a cover letter to recruitment@theclimbinghangar.com, and write the 'position' you're applying for, as well as the 'location' of the centre, in the subject line.

*Please be aware that it is our company policy not to provide individual feedback on interview outcomes. This is to ensure fairness and consistency for all applicants.