



DEPUTY GENERAL MANAGER

JOB DESCRIPTION

JOB TITLE:	Deputy General Manager
WHO YOU WILL REPORT TO:	General Manager

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

The Deputy General Manager supports the General Manager in running all aspects of the site, overseeing reception, coaching, retail, and the café to ensure smooth, efficient operations and outstanding customer service. This hands-on role involves maintaining a clean, welcoming environment while actively engaging with customers and staff.

The Deputy General Manager helps identify business opportunities, drive staff performance, and deliver on sales and service KPIs, fostering a fun, inclusive atmosphere aligned with Hangar Values.

In the General Manager's absence, the Deputy General Manager acts as the lead point of contact for staff, customers, and the support office, requiring a strong understanding of team dynamics, customer needs, and day-to-day operations.

KEY RESPONSIBILITIES

Commercial Leadership & Business Performance

- Accountable for the delivery and optimisation of site-level commercial plans, including membership sales strategies, retention initiatives, and targeted acquisition campaigns, where initiatives are approved.
- Lead retail and café sales, optimising product mix, pricing strategy, and upselling initiatives to improve margin and profitability.
- Develop and execute site-level membership acquisition, conversion, and retention plans in line with the overall business strategy.
- Support the General Manager with the full sales performance at the point of service, implementing structured sales processes, KPI tracking, and team accountability measures.
- Establish site-level performance benchmarks, monitor commercial KPIs, and implement continuous improvement initiatives to exceed revenue targets.

Customer Service

- Champion a welcoming, inclusive, and customer-focused environment for climbers of all ages and abilities.
- Drive service-led selling behaviours across the team, ensuring every interaction supports membership conversations, retail add-ons or café upsell opportunities.
- Understand that sales are a natural extension of service - actively listen, recommend solutions, and guide customers toward products and services that enhance their experience.
- Take child protection seriously and ensure safeguarding responsibilities are followed. The role may involve contact with children.
- Handle enquiries, complaints, feedback, and escalations professionally, using insight to improve service delivery.
- Stay informed about climbing trends and gear to help staff, enhance customer knowledge, and promote the climbing culture.
- Oversee, coordinate and support the delivery of climbing sessions, classes and social sessions, ensuring high standards, smooth operations and a consistently positive experience.

Financial Management & Revenue Support

- Actively drive sales performance across memberships, day passes, retail, courses, and café.
- Analyse P&L performance, forecast revenue trends, and support resource planning in collaboration with the General Manager.
- Support the implementation of promotions, pricing strategies, and sales campaigns.
- Support staff in achieving sales and retention targets through training, guidance, and monitoring.
- Empower staff to upsell and cross-sell products and services through strong product knowledge and effective customer engagement.
- Monitor daily/weekly/monthly income streams across memberships, passes, classes, retail, and café sales.

Operational Management

- Oversee daytoday operations across reception, retail, coaching, and café, in line with standards and priorities set by the General Manager.
- Maintain consistently high standards of service delivery, safety, and facility cleanliness.
- Implement, monitor, and embed operational, HR, and H&S policies, procedures, and service standards, including workforce management systems and digital compliance systems.
- Act as the senior decision-maker on shift in the General Manager's absence within delegated authority.
- Assist in planning and delivering events, competitions, and group bookings.
- Liaise with finance, operations, marketing, and HR to align site performance with business objectives.
- Maintain operational visibility across all areas, supporting the team during busy or complex periods where required.
- Resolve customer issues across all communication channels.
- Produce weekly business summaries, sales reports, and operational updates to support General Manager oversight and decisionmaking.
- Monitor inventory levels and manage stock ordering to minimise waste and maximise availability.

Health & Safety Management

- Oversee facility safety and support compliance with H&S policies and legislation, escalating issues as required.

- Conduct regular safety checks, risk assessments, and maintenance logging; address hazards immediately.
- Act as Fire Marshal and First Aider; manage incidents according to protocols.
- Support EHO inspections and ensure accurate safety documentation is maintained

Staff Management & Development

- Lead, supervise, and support all staff during shifts.
- Conduct staff briefings, performance monitoring, and welfare checks.
- Lead recruitment, onboarding, training, KPI tracking, and probationary and quarterly performance reviews.
- Foster a positive, collaborative work culture.
- Manage staff rotas to ensure appropriate coverage, skill mix, and cost efficiency.
- Approve timesheets and support payroll accuracy.
- Manage absence cover and rota adjustments in line with budgetary constraints.
- Encourage staff development to drive long-term engagement and maintain a supportive, positive and high-performing culture.

Barista & Food Service Management

- 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.
- Previous experience in a supervisory or managerial role, preferably in a sports, leisure or hospitality facility.
- Previous experience in a revenue-driving environment (retail, hospitality, fitness, leisure, F&B).
- Experience using point of sale, rota, and reporting systems.
- Commitment to safeguarding and promoting welfare.
- Strong leadership and team management skills.
- Excellent customer service and communication abilities.
- Ability to handle multiple tasks and make decisions under pressure.
- Ability to perform and adapt in a fast-paced and demanding environment.
- Proficiency with basic computer applications (e.g., MS Office).
- 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 and climbing qualifications).
- Experience of coaching a team towards achieving KPI's.
- Experience of completing P&L reviews; monthly & weekly business reviews.
- Experience in H&S risk assessment/management.

WHAT'S IN IT FOR YOU?



Free climbing for you, your dependents (your children under 18) **and a plus one.**



Training & development opportunities, including in-house coaching, first aid & safeguarding training.



Access to our Employee Assistance Programme.
Along with an on-site Mental Health First Aider and access to counselling services.



28 days annual leave per year (Pro-rata & inclusive of bank holidays).



Rota in advance
(4 weeks)



Long service recognition.



Discounts on food and drinks from our café.



Discounted gear from our retail range.



Employee referral scheme.

WORK & CONDITIONS

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

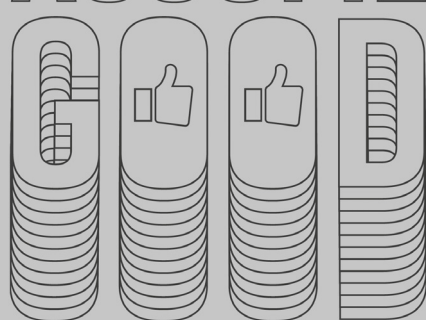
OUR VALUES

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:

BE CURIOUS



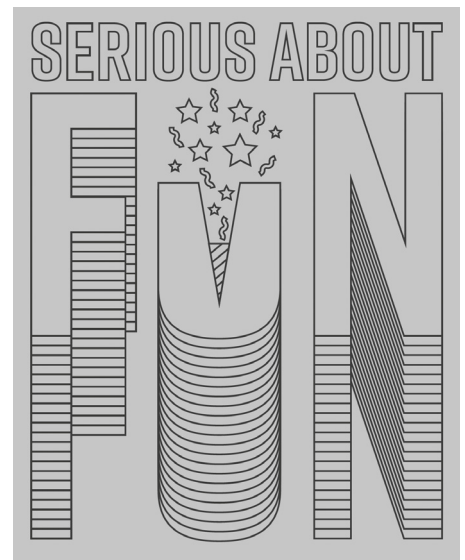
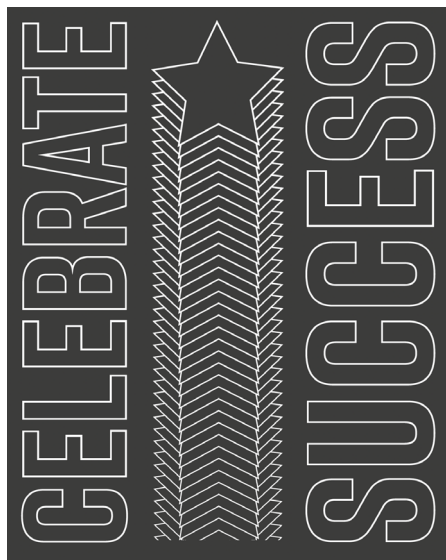
ASSUME



INTENTIONS

BE HUMBLE





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 at risk. The Hangar is committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice.

HOW 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.

*Any information provided to us will be held in strictest confidence. It will be processed and retained in accordance with the Data Protection Act (2018) and UK GDPR.