

Post Title:	Location Base:	Reporting To:
General Manager	Fairfield Halls – Croydon	Director of Venues

Summary of role

The Venue General Manager for Fairfield Halls will provide robust operational leadership to the venue team. They are accountable for delivering the pre-determined organisational strategy for Fairfield Halls and managing the operational budgets in line with this. You will help and support the development of the business plan for the venue providing valuable knowledge and input in consultation with the Director for Venues, Finance, Technical Operations and HR.

Our central programme teams provide a rich, diverse, and inclusive programme of entertainment, conference & exhibition events for the venue, which is supported by the Venue General Manager stakeholder relationships.

The Venue General Manager is key to maintaining representation for Fairfield Halls and BH Live. Success in this role will be evidenced through key performance indicators, customer satisfaction and operating budgets. The role will require a strong working relationship with Croydon council and other major stakeholders.

Working closely with BH Live central teams, this role will support and deliver the varied programme of events, cultural experiences and catering proposition.

As a growing organisation, this role will also support the assessment of other business development opportunities within the region and operating division.

Key responsibilities

- Provide strong operational leadership to successfully deliver a varied programme of performances, activities and events – working with producers, promoters, artists and local groups.
- In conjunction with BH Live central teams, support the development of all non-entertainment related business initiatives such as conferences, exhibitions, meetings and hospitality led events.
- Maintain effective relationships with the Council, stakeholders, organisations and partners across the borough.
- Supporting BH Live central teams, oversee the local delivery of the venue's artistic and commercial vision, programming, marketing, audience development and ticket sales, providing feedback to the central functions on progress and activity.
- Collaboratively and effectively engage with the central programming teams, to share ideas, network contacts and relationships.
- Promote the Fairfield Halls and BH Live brands, creating awareness and communicating to target markets including internal and external B2B and B2C markets.
- Coach, develop and lead the local venue team to deliver a first-class customer experience.
- Build and maintain a positive workplace culture for the team, identify and provide development opportunities to nurture potential, demonstrate open dialogue and build engagement in the venue.
- Accountable for managing the venue operational budgets.
- Report on budget performance and identify solutions to any budgetary challenges / pressures.

- Support the development and delivery of community engagement and education programmes.
- Seek opportunities for further development through local partnerships.
- Ensure that the venue is legally compliant, and all health and safety policies, procedures and regulations are followed, and industry practice and expertise observed.
- In conjunction with the Head of Technical Operations, deliver the building maintenance and equipment plan.
- Work closely with central teams to improve performance and further identify business opportunities.
- Work closely with central teams to ensure systems and procedures are adhered to in the relevant format and accessible as required.
- Ensure all key performance indicators are monitored and reviewed and corrective action undertaken where necessary.
- Be an ambassador for BH Live, with representation on relevant local bodies, groups, organisations, and business networks.
- To be the venue's designated premises supervisor (DPS) to have effective day-to-day responsibility for running the venue in accordance with the requirements specified within the venues Premise License.

Skills and experience

Details	Criteria
Experience in operational management of a venue	Essential
Proven relevant experience in a senior manager role within a similar size theatre or venue operation	Essential
Financial acumen to manage operating budget	Essential
Business and strategic planning within a multi-site, multi-faceted organisation	Desirable
Experience of working with a local authority and stakeholders/clients	Desirable
Leadership skills to manage and motivate a large diverse team	Essential
A clear understanding of health and safety practices within the workplace	Essential
Experience of successfully obtaining grant funding for arts and culture	Desirable

Qualifications

Degree or advanced professional management qualification	Desirable
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Roles and responsibilities will evolve and change over time.

Owner: HR

Date updated/date effective from: 01.12.2025