



Our People are Family, Our Guests become Friends,  
Our Competitors envy us

**Job Title: General Manager Designate**

**Salary: Highly Competitive + excellent benefits**

**How to apply: Please apply online at [www.fridoids.co.uk](http://www.fridoids.co.uk)**

## Role Overview

To have full accountability for the management and operation of a T.G.I Friday's Restaurant including the development and growth of people, sales and profits. To instigate the Friday's vision within the store, taking every opportunity to embed the vision both in store and across the wider organisation.

## Contextual Background

The TGI Friday's brand was established in New York in 1965. In the UK today it provides an authentically American fusion of craveable food and drink, atmosphere and exceptional service.

Our continued commercial success is dependent on the quality of our product and service. This is measured through guest feedback, sales and profit. It is only by recruiting and retaining the best people that the brand will thrive – this is a key priority for our managers.

## Role Profile

**Reports to:** Director of Operations

**Responsibilities:** 3-6 managers  
50-120 team members

## Key Accountabilities

### Guests

- Interact with Guests in a positive, energetic and sincere manner – role model the desired guest facing behaviours, 'touching tables' frequently during shifts
- Focus on food quality/ appearance, ticket times, and the fine details that define overall guest experience.
- Show an awareness of Guest needs and expectations; prevent problems before they occur.



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### **People**

- Developing and communicating the vision for the store on an ongoing basis
- Keeping managers and store team updated regarding brand and store developments and targets; communicating both long term vision and short term shift targets, expectations and plans
- Overseeing the coaching, development and welfare of employees in the store
- Succession planning for store team and input to regional/ national succession plan
- Management of store management team – ensure they understand the vision, motivate, develop, performance manage, conduct reviews
- Maintaining an accurate and up-to-date manpower plan of restaurant staffing needs. Oversee management schedules and ensure that the restaurant is staffed for all shifts; personally manage the rotas for store management team to ensure correct management levels in store
- Developing and executing plans to ensure high quality recruitment of new team members
- Implementing correct disciplinary procedures where necessary
- Motivating team and resolving immediate people issues on shift
- Coaching, mentoring and developing colleagues
- Support to other stores as necessary

### **Financial performance**

- Defining the vision for the store to realise the TGI Friday's vision
- Developing the annual store business plan, and reviewing this on a quarterly basis
- Achieving the store P&L targets
- Knowing the key business performance measures, analysing trends and taking appropriate action to meet targets
- Responsible for all financial and personnel/payroll related administrative duties in accordance with Company policies and procedures
- Authorising discretionary spend
- Identifying and implementing ways to drive sales and guest count
- Supporting other stores in problem analysis and action planning
- Making contributions to the wider region/ T.G.I Friday's by engaging in projects e.g. training; change activity

### **Brand anchors, operational excellence, standards and legal**

- Ensuring that everything within the store complies with T.G.I. Friday's, store and legal requirements, standards and procedures.
- Ensuring that shift running complies with T.G.I. Friday's, store and legal requirements, standards and procedures.

### **Other**

- Communicating with 3<sup>rd</sup> parties and external bodies to build brand awareness
- Running great shifts



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## Personal Qualities - Success Differentiators

### Results Driven

- Focused on results and highly driven to smash targets.
- Continually reviews own performance and makes changes to do things better.
- Self-motivated, energetic and sustains effort in order to achieve exceptional business results.
- Able to work effectively through others by engaging and leading effectively

### Engages People

- Enthuses others, inspiring a positive attitude to work and arouses a strong desire to succeed among own team and colleagues by living the brand values.
- Builds rapport and communicates appropriately with people at all levels.
- Acts as a role model in their treatment of guests, employees and managers.

### Commercial Acumen

- Proactively instigates store plans within the context of the brand strategies.
- Focuses on costs, profits, new business opportunities and activities that will bring the largest return.
- Knowledgeable about store performance, regional performance, competitor activities and the market sector.
- Uses all available commercial indicators to help develop business.
- Identifies fresh approaches and capitalises upon opportunities to improve business results.

### Planning

- Effectively manages daily priorities while keeping track of long term initiatives
- Makes effective medium and long term plans for the store
- Proactively plans 6-18 months ahead to make best use of resources
- Establish contingency plans to address potential obstacles and/or changing demands

### Leadership

- Sets the standard and motivates others through interactions and examples.
- Creates a following through earned trust and respect
- Helps team members develop and achieve work and life goals
- Publicly recognises and rewards individual contributions and team accomplishments
- Translates the company manifesto, promise and strategies into individual and team goals
- Able to delegate to team and other managers
- Excellent coaching and mentoring skills

### TO APPLY:

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