



Recruitment Pack

General Manager

Date Posted: 23 January 2017

Department: Management

Location: Bury, Lancashire

Salary: Negotiable depending on experience

Contract Type: Permanent, Full Time, 38 hours per week



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Letter from the Chairman

Dear Candidate,

A unique opportunity has arisen for a forward thinking General Manager to join us at the award-winning East Lancashire Railway based in Bury.

The East Lancashire Railway has an impressive history dating back to 1846 when it was first used to transport goods and factory workers around the country. After many years of serving the local area, **British Rail closed the line in the early 80's. The line was rescued by the formation of East Lancashire Light Railway Company** who began running trains on the line in 1987. The railway is now the second most visited paid for visitor attraction in Greater Manchester with an established growth strategy to be implemented over the coming years. The ELLRCo is supported in running the heritage railway through its 750+ volunteers who assist with the successful day-to-day running.

The railway has grown rapidly over the past three years achieving a record level of income of around £4million in 2016, welcoming over 200,000 visitors each year, from families to enthusiasts, who enjoy a diverse array of events and experiences.

Success brings many challenges and our new General Manager will help us sustain and build on this success by developing strategies and policies, managing a multi-functional organisation as well as identifying commercial opportunities, all whilst protecting the heritage and culture of our railway.

If you have the experience of working in transport; leisure or heritage sectors; have the vision and **drive to shape the next chapter in the East Lancashire Railway's history; are looking for a new challenge and the opportunity to take us to the next level**, then we would like to hear from you.

Please contact me on 0161 763 4340 for more information and an informal chat.

Yours sincerely,

A handwritten signature in black ink that reads "Mike Kelly". The signature is written in a cursive, slightly slanted style.

Mike Kelly, Chairman

Find out the latest from
the ELR on our
[Chairman's Blog!](#)



About the East Lancashire Railway

Based in the heart of Bury, the East Lancashire Railway is a lovingly restored heritage railway which journeys for twelve miles through picturesque scenery from Heywood in the east to Rawtenstall in the north, calling at Bury, Burrs Country Park, Summerseat, Ramsbottom and Irwell Vale along the way.

The railway has an impressive history dating back to 1846 when it was used to transport both goods and factory workers around the country during the busy Industrial Revolution. The railway played an important part in supporting local industry and carried thousands of factory workers to seaside resorts for the annual Wakes Week holiday. As transport links improved people and industry were no longer reliant on the railway and the line sadly closed in 1966.

The East Lancashire Railway reopened as a passenger service in the late 1980s and is now a registered charity run by the East Lancashire Railway Trust, which includes representatives from Bury, Rochdale and Rossendale councils. Alongside 62 paid staff (40 FTE), the ELR maintains a workforce of 750 dedicated and skilled volunteers who assist in the day-to-day running of the line.

As one of the most popular visitor attractions in Greater Manchester, the railway welcomes over 200,000 visitors a year (*2016 visitor numbers*) with well-equipped stations complete with cafés, pubs, gift shops and a Transport Museum and plenty of things to see and do around the line.

The East Lancashire Railway has a busy calendar of events including the popular Santa Specials that attract over 35,000 visitors each year, the award-winning 1940s Weekend and bespoke enthusiast events. The railway also boasts a variety of experiences, from guided Rail Ale Trail tours and steam train hauled fine dining to expert led photography courses and hands-on Drive a Train experiences. The railway understands the need to diversify its offering to attract more visitors and supporters and to continue the preservation of the line for future generations.



Job Description

SECTION A: POST DETAILS

Job Title: General Manager

Location: Bury

Post Reports To: ELLRCo Chairman

Department: Management

Status: Safety Critical

In Absence of ELLRCo Chairman Post Reports To: Operations, Health & Safety Director

SECTION B: PURPOSE OF THE JOB

To provide senior/key operational leadership leading to the successful implementation of the ELLRCo's strategies; policies; business plan; day to day management of the Railway's multi functional business to meet agreed budget and performance targets as set by the ELLRCo Board.

SECTION C: MAIN DUTIES

1. Chair the ELLRCo Management Team meetings. Regularly review and monitor the performance of operations and budget management of the various departments responsible for enabling the business objectives to be achieved. To advise on remedial action if required.
2. **Report directly to the ELLRCo Board on performance and budget management against agreed business plan KPI's for each department.** Liaise with appropriate Directors before making recommendations to the ELLRCo Board for corrective action to line management where non/under achievement is evident.
3. To have profit and loss responsibility. In collaboration with the Financial Controller, make recommendations to the ELLRCo concerning future strategic and policy developments along with capital project schemes.
4. In liaison with the Financial Controller, to negotiate and manage service contracts, including insurance, site security and commercial cleaning. To review and monitor the process(es) for establishing contracts with suppliers and service providers to ensure they are fit for purpose and that they ensure best value for ELLRCo. To monitor the performance of contracts to ensure compliance with stated objectives.
5. To ensure that the ELLRCo does not enter into agreements to provide services which cannot be adequately resourced by the Operations, Engineering and Retail Departments or which conflict with pre- planned activity. Liaise with the Operating and Engineering Departments to ensure they provide the resources necessary to run scheduled and special services identified in the Timetable and Special Traffic Notices.
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7. Act as a member of the Salary Review Board, monitoring staff technical and responsibility levels, grades and associated salary scales within the Rail Industry and local economy and make recommendations to the Salary Review Board.
8. Liaise with Director of Personnel and external specialist HR support to assist and advise Departmental Managers in the progression of disputes and disciplinary action in line with the Company Discipline & Grievance Procedure
9. **Keep abreast of appropriate legislation affecting the Company's activities and advise the ELLRCo Board accordingly.**
10. Liaise with the Commercial Department to ensure that revenue targets; promotional requirements are addressed in a cost effective manner to optimise sales and visitor numbers and ensure all ELR events and services are adequately publicised.

SECTION D: EXPERIENCE, KNOWLEDGE, QUALIFICATIONS AND TRAINING

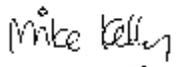
Have proven senior management experience, ideally, but not exclusively, within the transport; leisure, heritage sectors within multi-functional organisations, with a **thorough knowledge of not for profit Heritage organisations or customer facing organisations**. **Qualified to HNC, HND or Degree** standard with evidence of effective communication and motivational skills, drive and enthusiasm.

SECTION E

Employee's Name:

Employee's Signature:

Director's Name: Mike Kelly

Director's Signature: 

Date: January 2017



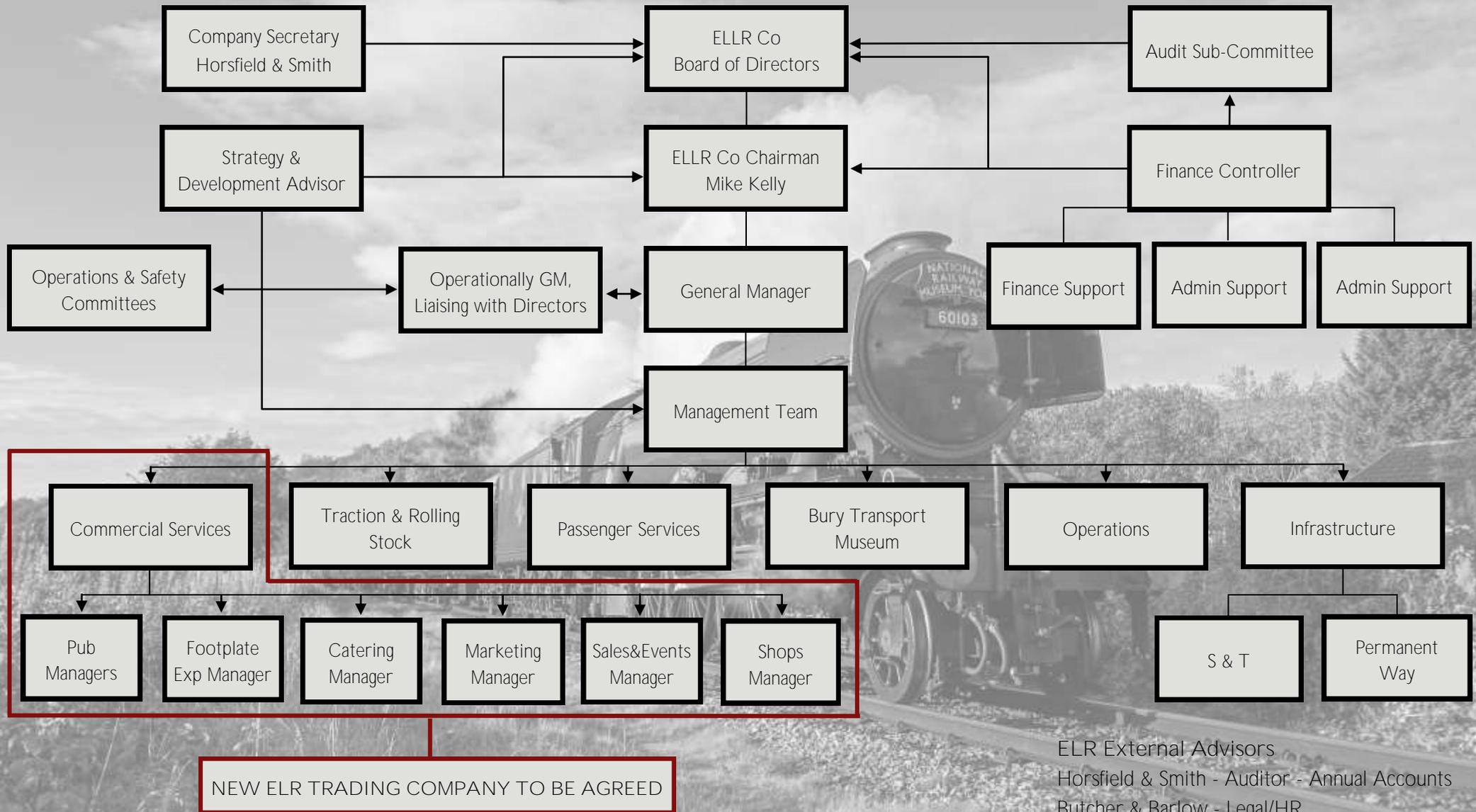
Person Specification

Attributes	Essential	Desirable	Method of Assessment
Education & Qualifications	<ul style="list-style-type: none"> - Qualified to HNC, HND or Degree standard. - A proven track record working in a senior management role(s) - Professional qualifications 	<ul style="list-style-type: none"> - Management Qualification or in-service management training and development. - Holder of a Health & Safety Qualification e.g. IOSH or NEBOSH - Holder of or be prepared to study for a First Aid qualification. 	<ul style="list-style-type: none"> Application Form Certificates produced at Interview
Experience	<ul style="list-style-type: none"> - Effective leadership with senior management experience in managing in a multi-functional business, preferably, but not exclusively, in transport, leisure/tourism or heritage sectors - Proven track record within an operational customer facing environment(s) with effective record in the management of resources, information and performance - Successful delivery of Budget/Performance/Project management techniques - Leadership and experience working with volunteers - Proven track record in developing and leading on Strategy/Policy Making - Working effectively at Board level in developing appropriate safety training programmes - Proven record in successful working with Board Directors and external partner organisations - Awareness and experience in assisting with grant funding applications 	<ul style="list-style-type: none"> - Experience of successfully communicating with an external audience using a wide range of media - Charity Commission first principles the good management of non profit making organisations 	<ul style="list-style-type: none"> Application Form Interview Presentation

Attributes	Essential	Desirable	Method of Assessment
Specific Skills	<ul style="list-style-type: none"> - Proven record of performance delivery to agreed targets and deadlines - Proven record in promoting and improving customer service and applying and interpreting the measures that are used to achieve high levels of customer satisfaction - Proven record of strong organisational and planning skills, maximising efficient use of all resources - Effective and engaging networker - Be computer literate and proficient at using fundamental IT systems (Microsoft Office Suite, email, internet, etc.) - Ability to establish systems and processes to enable the smooth coordination of activities - Able to set and work to agreed budget targets 	<ul style="list-style-type: none"> - Project Management skills including an ability to monitor and review project progress in qualitative and quantitative terms using MS Office, particularly Excel and Word - Be familiar with and a user of social media such as Facebook, Twitter and YouTube 	<p>Application Form Interview</p>
Personal Qualities	<ul style="list-style-type: none"> - Effective communicator, oral and written. - Team player with an ability to engage and motivate others - Ability to build effective working relationships at all levels within the organisation and externally. - Strong and effective interpersonal skills. - Demonstrates initiative and drive. - Influencing & negotiating skills. - Strong interpersonal skills. - Ability to work on own initiative to meet deadlines. - Smart professional appearance. - Attention to detail. - Clear and logical thinker. - Ability to recognise potential opportunities - Act as an ambassador for the railway to external partners and bodies. - Articulate and enjoy working with people. 		Interview

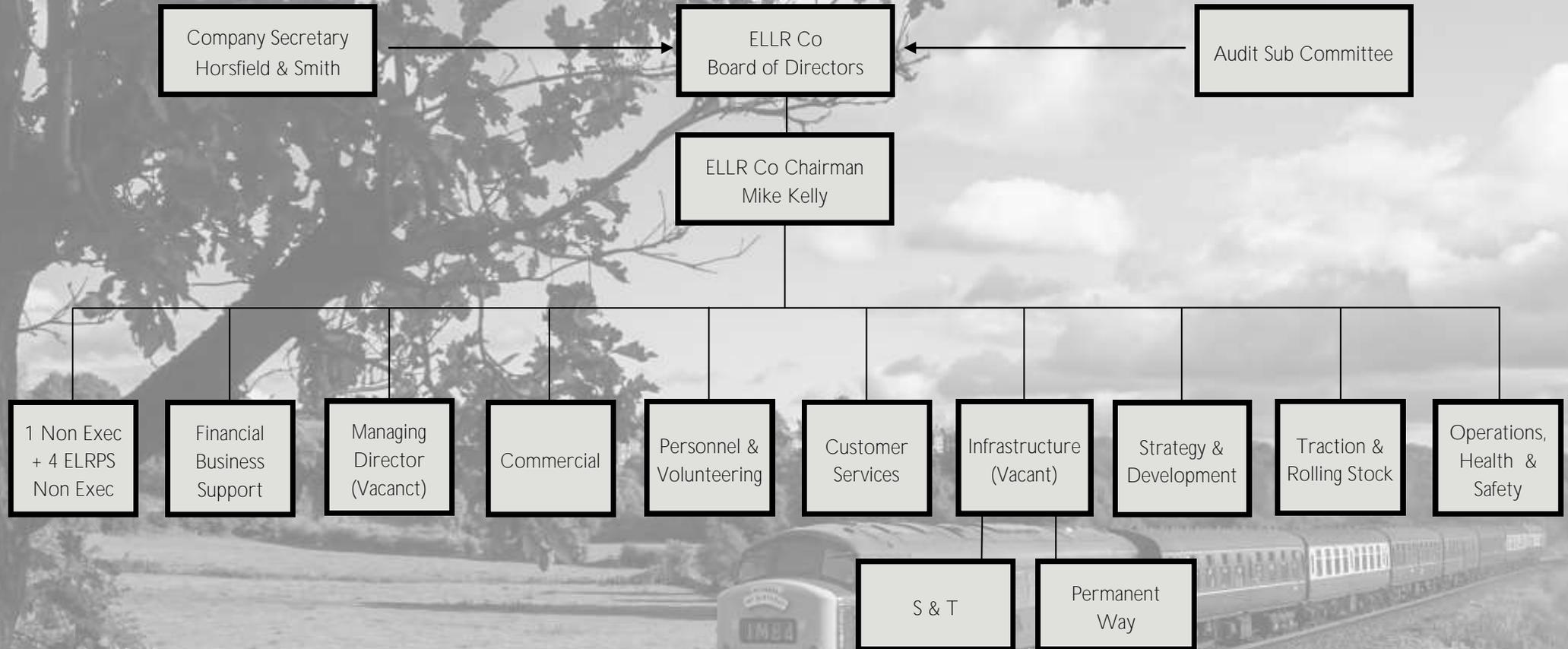
Attributes	Essential	Desirable	Method of Assessment
Personality	- Self-driven, conscientious; positive outlook; clear focus; natural forward planner; engaging and a good networker		Interview
Other Factors	- Commitment to working weekends, unsocial hours as required by the demands of the job.		Application Form Interview

East Lancashire Railway Organisation Chart



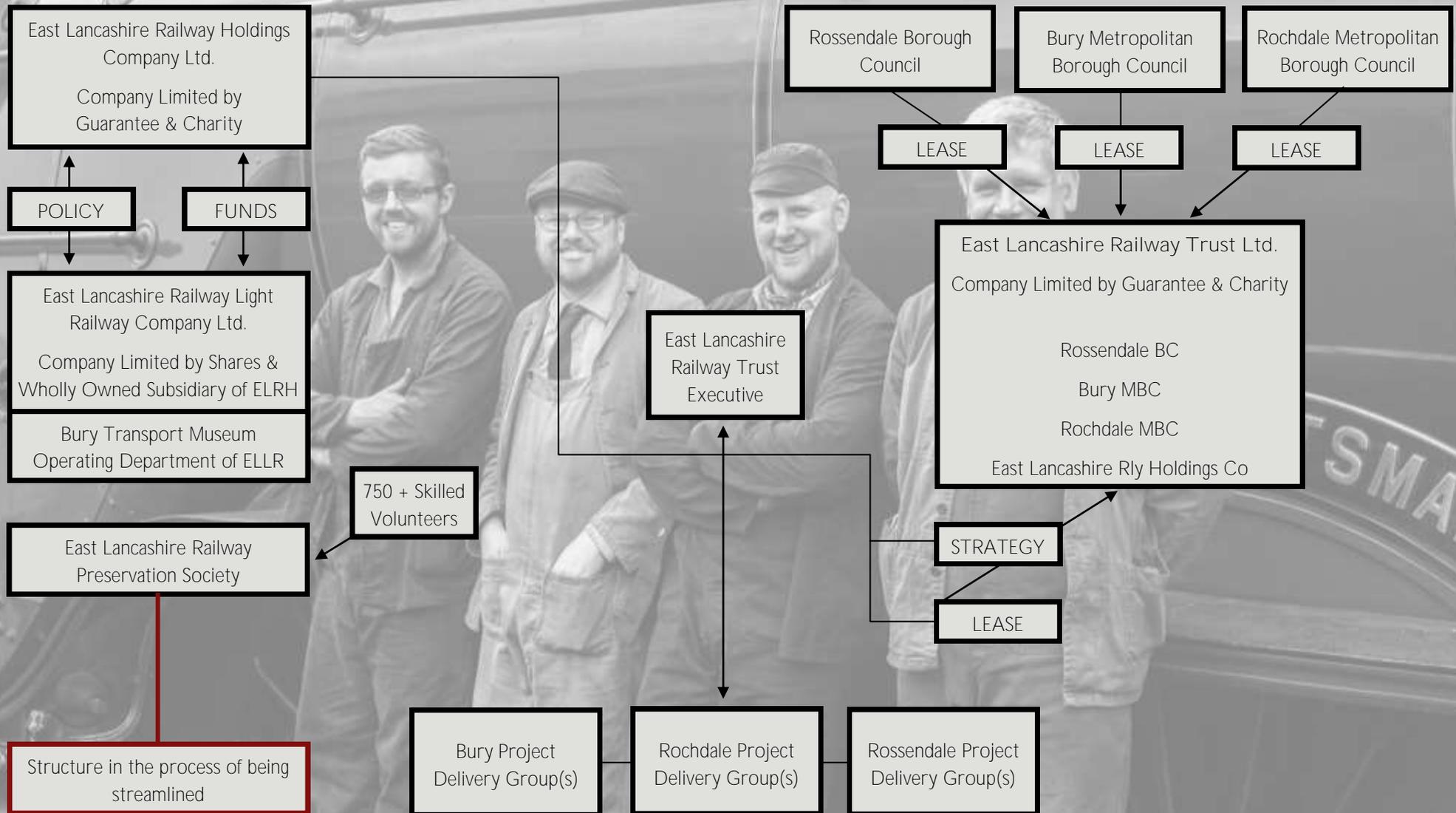
ELR External Advisors
 Horsfield & Smith - Auditor - Annual Accounts
 Butcher & Barlow - Legal/HR
 Company Secretary - Horsfield & Smith
 Strategy Development - Howard Aitkin

East Lancashire Railway Board of Directors



Note: The above chart is of the proposed new single board operation.

East Lancashire Railway Trust Partners



Key Information



The closing date for applications for the General Manager position is Monday 20th February.

Interviews will be held week commencing 20th March.

To apply, please fill in the attached Application Form and email to Mike Kelly at chair@eastlancsrailway.org.uk.

East Lancashire Railway, Bolton Street, Bury BL9 0EY

0161 764 7790 | www.eastlancsrailway.org.uk

