

# EAST LANCASHIRE RAILWAY

<b>Job Title</b>	<b>DWD – Assistant Manager</b>	
<b>Pay /Grading:</b>		Dependent upon experience 38 hours per week, full time  <b>Special Conditions of Service:</b> The post holder will be required to work evenings, weekends and unsociable hours.
<b>Reporting To:</b>	<b>Commercial Head of Service</b>	
<b>Supporting</b>	DWD Manager	
<b>Business:</b>	<b>East Lancashire Railway</b>	
<b>Department:</b>	<b>Commercial – Dining With Distinction</b>	
<b>Company Benefits:</b>	<ul style="list-style-type: none"> <li>• Free travel on East Lancashire Light Railway services</li> <li>• Rail Staff Travel Scheme, which allows travel on UK National Network for 25% off the normal fare (available after 6 months in role)</li> <li>• Company pension scheme</li> <li>• Group Life Insurance inc death in service benefit</li> <li>• Employee Assistance Programme</li> <li>• BUPA Healthy Minds</li> <li>• Help@Hand inc access to 24/7 remote GP appointments</li> </ul>	
<b>Job Purpose:</b>		
<p>To support the DWD Manager in the day-to-day management and delivery of Dining with Distinction services, ensuring compliance with health and safety, licensing laws, and company policies. The post holder will balance operational delivery and financial performance while maintaining exceptional customer experiences and DWD staff standards.</p> <p>To deliver an exceptional and memorable dining experience that exceeds guest expectations at every stage of their journey, ensuring every guest feels valued, cared for, and delighted. Working closely with the Dining with Distinction Manager, front-of-house teams and Commercial Manager. This role champions a culture of hospitality, attention to detail, and proactive service—creating an atmosphere where customers are inspired to return and recommend.</p> <p>The role requires balancing financial targets and operational KPIs with exceptional customer service, while leading and developing the team to deliver memorable guest experiences and drive sales and profitability. The role will require working with social media, press and influencers.</p> <p>The role requires working with the Commercial team on a daily basis on reporting, marketing and customer service initiatives.</p>		
<b>Main Accountabilities:</b>		
<p><b>Business &amp; Financial Management</b></p> <ul style="list-style-type: none"> <li>• Providing overview of financial positions and monitoring sales</li> <li>• Working and achieving set KPI's and targets</li> <li>• Cashing up and money handling</li> <li>• Cashing up and balancing banking</li> <li>• Stock rotation and ordering</li> <li>• Undergo stock takes when required</li> <li>• Preparation of seating plans using Unify web-based booking system</li> <li>• Liaising with the catering company to advise on numbers and provide up-to-date information</li> <li>• Maintain a healthy supply of on-board merchandise</li> <li>• Work with the Manager in creation of menus and new product range</li> </ul>		

Submitted by Lorna Kelly, Head of Commercial

HR & Business Support Manager Signature:



30<sup>th</sup> October 2025

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## **Operations & Standards**

- Knowledge of licensing, health & safety, food hygiene, and COSHH regulations.
- Preparing the dining train for the service in question
- Ensuring the cleaning is done to a satisfactory level and ready for guests
- Performing duties in an efficient, professional, and courteous manner
- Assisting the Manager in maintenance and upkeep of the dining trains
- Performing reasonable alternative duties, as instructed by your Manager
- Maintaining and monitoring customer requests
- Working closely with the buffets to provide fresh ideas and alleviate pressure during busy periods
- Ensuring compliance with service and cleanliness standards
- Comply with all company and legal health & safety policies, procedures, and regulations (e.g. Health and Safety at Work Act 1974, Food Safety Act, COSHH, RIDDOR, etc.).
- Promote a culture of safety across all team members, ensuring everyone understands their duties in maintaining a safe environment for guests and staff.

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## **Leadership & Team Management**

- Overseeing the dining operation in the absence of the Manager
- Working with the commercial team on the food and drink element of the railway
- Supporting and motivating team members to maintain service quality
- Assisting the Manager with coordination between on-board and office-based staff

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## **Marketing & Promotion**

- Overseeing the dining operation in the absence of the Manager
- Support the Commercial and Marketing teams with live social media updates during DWD services.
- Contribute creative ideas for food, drink, and seasonal promotions.
- Engage positively with customer feedback and online engagement to promote the brand.

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## **Customer Service**

### **On Board**

- Greeting customers as they arrive and showing them to their table
- Giving out menus and taking orders for drinks
- Serving drinks and occasionally food
- Dealing with bill payments
- Making sure tables are clean and tidy
- Being on hand to answer any questions and ensure customers enjoy their experience
- Ensuring customers feel welcome and comfortable throughout their visit
- Dealing with complaints and queries as they arise

### **Day to Day**

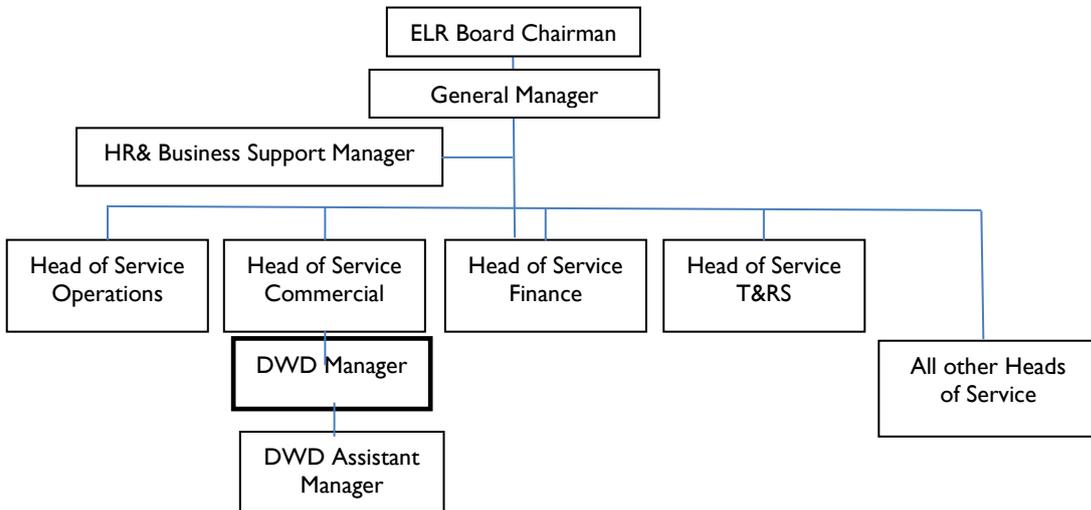
- To uphold the highest standards of customer care and ensure all Dining with Distinction guests receive a positive, professional and memorable experience at every stage of their journey.
- Deliver consistently high standards of customer care, ensuring every guest receives a warm welcome and attentive service before, during and after their visit.
- Manage the Dining with Distinction inbox on a day-to-day basis, responding to customer enquiries, booking amendments, special requests and post-event feedback promptly and professionally.
- Ensure all correspondence reflects ELR's tone of voice and commitment to excellent customer service, providing clear, courteous and accurate information.
- Escalate complex or sensitive issues, complaints or service failures to the Dining with Distinction Manager, and where appropriate, to the Head of Passenger & Customer Service.
- Support the Dining with Distinction Manager in maintaining consistency, accuracy and tone across all customer communications.
- Work collaboratively with the Head of Passenger & Customer Service, Commercial and Marketing teams, to identify service trends, recurring issues and opportunities for improvement.
- Record and communicate key customer feedback, ensuring guest preferences, special requirements and post-event comments are shared with relevant teams to improve future delivery.

Note: The Head of Passenger & Customer Service is responsible for the overall customer experience and complaint resolution across the organisation. The Dining with Distinction Manager has overall responsibility for DWD-related customer service and correspondence, while the Assistant Manager is responsible for day-to-day management, monitoring and timely response to the DWD inbox.

**Collaboration & Communication**

- Working closely with the DWD Manager, Commercial Manager and Marketing team.
- Liaising with the catering company and buffet teams to ensure smooth service
- Maintaining clear communication between operational and office-based functions
- Collaborating with colleagues to deliver consistent service and promotional updates
- Keeping social media up to date and working with Marketing
- Working with media and influencers

**Organisational Position:**



**Role of the Department:**

The Commercial department oversees key revenue-generating areas within the charity, including Marketing, Sales & Events, Retail, Dining, and Pubs.

ELR's DWD aim to provide a warm, inviting, and friendly environment that supports the charity's objectives, where staff are dedicated to delivering a personalised guest experience guided by integrity, excellence and teamwork.

**Location:**

Office based at ELR alongside onboard Dining with Distinction, as specified in the job application. You may be required at times to work at other locations across the ELR.

**Direct reports:**

- None

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**General:**

Perform other duties as may be reasonably required by your Line Manager and the Commercial Manager.

**Key experience and qualifications required:**

*This section outlines the criteria that are required of the post holder*

**Person Specification – demonstrable skills and experience**

- Full clean driving license
- Food Safety Level 2 or above (desirable).
- Proven experience in or hospitality management, ideally in a supervisory or managerial role.
- Strong leadership and team development skills, with the ability to motivate and coach staff to achieve high performance.
- Financial acumen, including budgeting, cost control, stock management, and reporting.
- Knowledge of licensing, health & safety, food hygiene, and COSHH regulations.
- Experience in recruitment, training, and performance management.
- Excellent customer service, interpersonal, and communication skills.
- Excellent administrative skills
- Proficient in word and excel.
- Collaborative and diplomatic, able to work with paid staff and volunteers effectively.
- Ability to create fun and creative campaigns with our Marketing team
- Working with social media, press and influencers.
- Strong problem-solving and organisational skills, able to perform under pressure.
- Role requires to work evenings, weekends, and public holidays as required – Please note the working pattern is usually Wednesday – Sunday.

This job description is not exhaustive and may be amended in consultation with the post holder to reflect the organisation's changing requirements. All employees are expected to work within the East Lancashire Railway's policies and procedures, upholding the charity's values and commitment to equality, inclusion, and an excellent customer experience.