



## POSITION DESCRIPTION

<b>JOB TITLE</b>	Cinema Manager
<b>BUSINESS UNIT</b>	Belgrave Cinema
<b>REPORTING TO</b>	General Manager (Operations)
<b>LOCATION</b>	Armidale
<b>CLASSIFICATION</b>	Non-Award
<b>DATE</b>	January 2022

### PURPOSE OF THE POSITION

With a focus on service excellence, the Cinema Manager is responsible for the efficient and professional running of the cinema business by acting as chief host, brand ambassador, salesperson, and experience-creator.

The Manager recruits, trains and manages cinema staff, and is ultimately responsible for all daily cinema operations, procedures for inventory control including buying and replenishment, cinema presentation, product knowledge, equipment maintenance and service standards.

The Cinema Manager, through creative and consultative planning, will be responsible for promoting, encouraging and experimenting with new and improved revenue generating or cost saving projects and initiatives.

### ORGANISATIONAL CONTEXT

UNE Life is a wholly owned, not-for-profit entity of the University of New England independently governed by a Board of Directors and managed by a CEO. We are a business dedicated to enhancing the experience of our students, staff and community through the provision of quality and innovative service for all communities of the University, from students and staff to the wider region.

UNE Life is a flexible, agile, and scalable organisation that encompasses business units ranging from sport & fitness, security, entertainment and hospitality, retail, student experience and capacity-building programs, and other key industries that provide service to UNE and the community.

Our success to date has been built upon our ability to deliver a financially viable business whilst maintaining a relentless focus on performance and service excellence.



## KEY ACCOUNTABILITIES

- Manage all cinema business activity efficiently and effectively in accordance with strategic objectives and operational requirements, proactively championing exemplary customer service.
- Plan and manage daily operations to achieve business goals, including overseeing the cinema staff roster, supervising staff, development and retention of high potential team members, determining operational priorities, and managing expense budgets.
- Business planning including developing, implementing and monitoring plans to support the introduction of new products or services.
- Ensuring effective stock management including ranging, sourcing, stock control, storage, pricing and discounting to maximise commercial outcomes.
- Manage the POS and other business systems to ensure data management and reporting is carried out with accuracy and timeliness to provide business insights.
- Merchandising and presentation of stock, display, fixtures and fittings to ensure cinema is well presented including the development of business cases, or generally advocating, for improvements where required.
- Proactively growing and maintaining strong networks, relationships and communications with customers, suppliers, team members, the local community and the UNE community.
- Design and implement marketing campaigns (including online) for the cinema.

## LEADERSHIP ACCOUNTABILITIES

- Contribute to the development of strategic and operational plans.
- Manage accountabilities and deliverables within prescribed budget parameters.
- Espouse UNE Life values
- Provide staff leadership, engendering teamwork and collaboration.
- Ensure UNE Life meets its legislative/compliance obligations
- Promote a safe, efficient, and effective work environment by promoting a positive, healthy, safe and innovative work environment.
- Promote a harmonious and inclusive workplace free of discrimination, harassment and bullying.
- Contribute to the development of a culture of continuous improvement.
- Develop and maintain effective relationships, alliances and networks within the community.

## KEY RELATIONSHIPS

- Direct Reports:



- Duty Managers
- Cinema Workers
- External Stakeholders:
  - Suppliers
  - Distributors
- Community
  - Contractors
  - Customers/patrons - key cinema demographics
- Internal Stakeholders:
  - UNE Life Management team (of which this position forms)

## SELECTION CRITERIA

1. Demonstrated cinema and or retail/hospitality management experience including customer service, sales, budgeting, stock control, staff management, competency with Microsoft applications and relevant digital equipment.
2. Demonstrated commitment to delivering an excellent customer service across a range of demographics.
3. Demonstrated organisational skills including the ability to assess priority of tasks, roster staff, manage workload and meet multiple (or conflicting) deadlines.
4. Demonstrated ability to approach tasks with a problem-solving perspective and find creative solutions to complications.
5. Sound understanding of audio and visual technology, with proven ability to troubleshoot solutions in a time-sensitive situation.
6. Demonstrated interpersonal, negotiation, listening and communication skills with the ability to develop and maintain networks and contacts and relate to stakeholders from diverse backgrounds.
7. Demonstrated ability to exercise judgement and discretion appropriate.

## SPECIAL REQUIREMENTS

1. The Cinema trades seven days a week over extended hours, and as such this position requires working on a rotating roster with shifts during evenings, weekends and public holidays as required, and identified by the Cinema Manager
2. Current driving license and the ability to travel between sites as required.
3. This role has been identified as having contact with children and requires the incumbent to apply for and maintain a Working with Children Check.
4. First Aid certification.



## POSITION DIMENSIONS

### Work Health and Safety Statement

Cooperate with all health and safety policies and procedures and take all reasonable care to ensure actions do not impact on the health and safety of staff, students, visitors and members of the public.

### Equal Employment Opportunity

Ensure that the principles of equal employment opportunities are implemented promoted and adhered.

## EMPLOYMENT AGREEMENT

As the incumbent of this position, I have read the position description, understand its contents and agree to work in accordance with the requirements of the position.

SIGNATORIES	NAME	SIGNATURE	DATE
Staff member			
Supervisor			

