



BRITISH AIRWAYS i360

GENERAL MANAGER – BRIGHTON Competitive Salary package

**Are you an experienced operational Manager looking to build on your success with a new role?
This opportunity is based in Brighton, right on the beach and reports directly to the Board of
Directors.**

About us.....

Visitors to British Airways i360 can take to the skies and see Brighton and the South Coast as they have never seen them before.

Visitors can glide up gently to 138m (450ft) in our futuristic glass viewing pod, conceived and designed by Marks Barfield Architects, the team responsible for creating the London Eye. British Airways i360 is owned and operated by Brighton i360 Ltd. Its owners share a collective goal to continue to grow and develop the attraction in a sustainable way and as a national landmark and symbol of Brighton and Hove's identity.

The attraction operates around 3,500 hours a year, seven days a week. It has created new jobs and acts as a catalyst for responsible, sustainable regeneration and development in the Brighton and Hove area. Since opening in August 2016, it continues to receive great feedback and won numerous awards for Tourism. The primary revenue is through flights although there is increased events, dining and retail expenditure.

Role Overview

As the business grows, the Board need to appoint a hands-on, operational General Manager to take charge of the business on a day-to-day basis. The primary objective will be to work with the Board to deliver an outstanding visitor experience and maximise on visitor numbers and revenues. The business is moving into a new growth cycle, and the Board need a focussed and determined day-to-day leader, who can use their previous experience to capitalise on this growth and success of the company.

The General Manager will be responsible for the day-to-day complexities of the operation which employs a diverse team of both full and part-time employees. The successful applicant will need to have strong and proven experience of leadership and management with a diverse workforce in a customer-facing tourism leisure business. Previous brand and marketing experience within a visitor/tourist attraction business is important.

An important aspect of this role is to continue to build on the local business network with commercial partners, tourism agencies, media contacts and local government. In addition the role will include the management of key projects, ensuring they are delivered on time, on budget and to the desired specification.

Target driven, the General Manager will demonstrate their success through key performance indicators across all aspects of the business, including commercial and financial performance, customer satisfaction, employee engagement and retention and health and safety.

If you think you have what it takes to lead this successful attraction, please apply with a covering letter and CV, stating your current salary. Applications by email to David.Sharpe@britishairwaysi360.com and sarah.lee@britishairwaysi360.com. Closing date is Monday 19th November, close of business.