

Job Specification

Job Details			
Title:	General Manager	Job Type:	Permanent
Location:	Westcliff-on-Sea	Reporting to:	Directors
Direct Reports:	Registered Manager, Roster Supervisor, Operations Supervisor	Salary Range:	£60-70k per annum plus performance related bonus
Hours:	Full-time, 37.5 hrs/week		

Responsibilities
Overview The General Manager is the senior operational leader of the business, responsible for the day-to-day running of the company and for driving its long-term growth. This is a broad and demanding role that combines strategic thinking with hands-on management — you will be expected to lead the office team, manage performance across all business functions, and play a central role in expanding the business, including the development of a second branch. You will report directly to the Directors, who retain overall strategic and financial control.
Strategic Leadership and Business Growth • Work with the Directors to develop and execute a growth strategy for the current branch, including increasing client hours, improving margins and maintaining the business's reputation in the local private market • Lead planning and preparation for the opening of a second branch, including location assessment, recruitment, systems setup and operational readiness • Develop and lead the company's recruitment strategy, ensuring a consistent pipeline of quality carers and office staff to support both current operations and future growth • Identify opportunities to improve profitability through better scheduling efficiency, cost management and use of technology • Build the company's local presence and reputation, supporting referral relationships and client retention
Working with the Directors • Provide clear and timely management reporting, including KPIs, workforce data, and financial performance • Escalate significant issues and decisions to the Directors appropriately • Champion the company's values and brand standards at every level of the business
Leadership and Management of the Team • Directly line-manage the Registered Manager, Roster Supervisor and Operations Supervisor • Set clear expectations, provide regular feedback and hold the team accountable for performance • Foster a positive working culture where people are motivated, well-supported and proud of the work they do
Client and Carer management – with Registered Manager • Provide operational line management of Registered Manager, ensuring care delivery is well-organised, appropriately resourced, commercially effective and compliant with both CQC standards and business requirements • Note: the Registered Manager is subject to separate clinical oversight from a Director; the GM is not responsible for clinical governance
Roster Management — with the Roster Supervisor • Hold overall responsibility for the efficiency and effectiveness of the care roster ensuring visits are planned and covered to the highest standard • Oversee forward planning of the roster, anticipating changes in client demand and staffing levels
HR and Workforce Management — with the Operations Supervisor • Take ownership of the company's workforce strategy, with a focus on recruitment, retention and culture

- Support monthly payroll preparation, liaising with external bookkeeper
- Monitor staff compliance with mandatory training and HR requirements and maintain accurate records
- Oversee HR function and ensure employee matters are dealt with promptly and constructively, with support from Directors and our external HR partners where needed

Operational Efficiency and Use of Technology – with the Operations Supervisor

- Foster a proactive approach to improving operational efficiency across all areas of the business
- Champion the effective use of the company's systems, ensuring the team is trained, getting maximum value from available functionality and making full use of automation features to reduce manual effort
- Identify and implement opportunities to use AI tools and digital solutions to reduce manual workload, improve accuracy and free up the team for higher-value activity
- Keep up to date with technology and AI developments relevant to the homecare sector and make recommendations to the Directors
- Oversee general operations including software, facilities, suppliers etc

Quality, Compliance, and Governance

- Ensure the business meets all regulatory requirements including CQC standards and relevant employment and data protection legislation
- Oversee internal audit processes and drive actions arising from audits
- Keep company policies up to date using our online Policies and Procedures software
- Lead CQC inspection preparation and maintain a culture of continuous improvement

Required Skills / Attributes

The successful candidate will be able to provide evidence of the following:

Essential

- Proven track record in a senior management role
- Commercially aware with an understanding of how revenue can be maximised and costs can be managed
- Experience of driving business growth including building a client base and developing a local reputation
- Experience managing and developing a team with the ability to set clear expectations and get the best out of people
- Strong operational skills — able to manage multiple functions simultaneously, set priorities, delegate clearly and follow through
- Excellent communicator
- Confident and capable user of Microsoft Office; experience with scheduling or workforce management software is highly desirable
- Positive, proactive attitude towards technology and digital working including a willingness to explore and adopt AI tools where they add genuine value
- Sound judgement, strong attention to detail, and the ability to work accurately under pressure

Desirable

- Experience of setting up or opening a new service or branch
- Qualifications: minimum graduate level or equivalent management qualification

Other Details

Pay rate:	£60-70k per annum plus performance related bonus, private health, pension
Hours:	37.5 hours per week, Monday to Friday
Holiday:	28 days paid holiday, including Bank Holidays plus an extra day for your birthday