

CARR

WORKPLACES

Job Title:	General Manager
Supervisor:	Regional Manager
Position Type:	Full-Time, Exempt
Core Business Hours:	8:15am – 5:15pm Monday – Friday with occasional nights and weekends as needed.

Job Purpose:

The General Manager is charged with overall responsibilities for the sales, marketing, team management, center operations and development of the Business Center in order to achieve strong occupancy levels, profitability and a memorial experience for our clients each day.

Duties:

Financial Performance:

- Responsible for achieving financial targets and consistent profitability of the center.
- Financial performance will be measured on Business Center Operating Income (BCOI), Occupancy (Full Office and Virtual), Service Revenue per Occupied Office and Total Revenue per Occupied Office. Other will be added as needed.
- Provide comments on variance reports and liaison with accounting department on all monthly financial reporting.

Sales and Marketing:

- Excellent knowledge of local market, centers, availability, pricing and services offered.
- Strong understanding of locations offered within the CW portfolio; understanding of services and marketing initiatives available.
- Responsible for developing the Center Development Plan in order to generate business opportunities for the center.

- Enhance brand awareness by attending local events through affiliations/networking groups.
- Build and foster relationships with local CRE and national brokerage companies.
- Developing referral sources through various channels to capitalize on all sales opportunities.
- Manage the sales process from start to finish.
- Effective sales pipeline development and management within HubSpot and PandaDoc.
- Responsible for negotiating deals in order to meet financial targets for the center.
- Responsible for preparing service agreements accurately in HubSpot based on client requirements and prompt follow up until the deal is closed.
- Responsible for extensive knowledge of the competitive landscape and be able to effectively communicate CW competitive differentiators.
- Responsible for coaching and involving team to upsell services in order to meet service revenue targets.

Client Experience:

- Responsible for the overall positive client experience from client's first day until departure.
- Overall management of client onboarding/offboarding checking list to ensure completion.
- Expected to be visible within the center and operate with an open-door policy.
- Responsible for resolving client issues and escalating them when needed.
- Instrumental in managing the overall client experience by ensuring the team members provide superior client service and develop relationships.
- Responsible for creating "community" within your center and managing this with your team.

Operational Standards:

- Oversee and ensure that the center readiness standards are met. All areas of the center are well presented at all times (day offices, conference rooms, café, front desk, team offices, restrooms, coworking area and common areas).

- Ensure renewals are proactively managed by meeting face to face with clients prior to their notice period to determine next steps/growth opportunities/upsell opportunities.
- Oversee and ensure that all operational systems are in working order and escalate outages/problems to the appropriate corporate contact and/or vendor.
- Ensure renewals are proactively managed by meeting face to face with clients prior to their notice period to determine next steps/growth opportunities/upsell opportunities.
- Oversee monthly processing of invoices to clients to ensure we capture all charges.
- Oversee the collections process to avoid bad debt situations. GM must have all understanding of outstanding payments each month in order to pursue steps needed to rectify client debts.
- Approve vendor invoices to ensure prompt payment and correct coding. Re-bill to clients as appropriate.
- Follow Company policies related to paper documentation of client moves, adds and/or changes in order to pass annual center audits.
- Overall understanding of company policies and adaption of new rollouts.

Human Resources:

- Responsible for the management and development of center team members including support and ongoing training specific to job roles.
- Conduct team meeting no less than bi-weekly to ensure constant communication flow.
- Conduct regular 1:1 meetings with each team member in order to coach/develop them based on their specific skill sets.
- Conduct reviews to recap performance of each role. Touch on areas where they are excelling and areas where they need improvement. Work with RMs on any performance improvement plans as necessary.
- Communicate and support new rollouts to team. Review monthly financials so they understand how to make an impact. Engage them in the “big picture”.
- Review and approve PTO requests and ensure sufficient coverage over vacation periods.
- Liaise with RM regarding employee appraisal/reviews and salary adjustments and bonus.

Core Competencies/Skill Sets:

- Proficient in HubSpot to include tracking sales and reporting performance.
- Sales experience with proved sales and relationship building skills.
- High standard of customer service excellence.
- Strong written and oral skills and excellent organizational skills.
- Ability to work under pressure and demonstrate flexibility. Willing to work before and/or after core hours to ensure the center runs smoothly/successfully.
- Strong management, mentoring and coaching skills.
- General knowledge of IT/technology and Microsoft platforms.

Education/Experience:

- Bachelor of Arts or Sciences; Masters of Business Administration or equivalent preferred.
- Minimum 3 years of experience of managing a business, branch or profit center within the customer service or hospitality.
- Coworking/business center, hotel, restaurant, hospitality or property management experience is highly desirable.