



JOB DESCRIPTION

SECTION A: JOB INFORMATION SUMMARY

JOB TITLE	Concession General Manager
DIVISION	Chiefs Experiences (Pty) Ltd (2 Seasonal Camps in Kruger and 1 camp in Knysna. Kruger runs from May to September and Knysna Nov to April)
JOB GRADE	EE Level - Top Management

POSITION IN THE COMPANY

Reports to: (title)	Number of direct subordinates	Positions of direct subordinates	Overall staff compliment	Number of third-party staff (e.g. Contractors)
Board and Delegated Person/s	To Be Confirmed	Camps Managers Technical, Compliance, Environmental Managers	TBC due to seasonality	TBC
Position above reports to: (title)				
CHAIRMAN				

SECTION B: PRIMARY PURPOSE OF THE JOB
Why the job exists (purpose and overall responsibility) in a sentence or two. This should be unique to this job and not generic so that it fits other jobs in the organisation.

The Concession General Manager is responsible to oversee all aspects of the operation of the camps. To ensure the smooth running of operations (front and back) and provide world class guest satisfaction while positioning the brands for Chiefs Experiences in a recognizable position in the marketplace. This is to be accomplished through training, yield management and the implementation of service standards with constant communication and feedback to the Board. Must take full accountability for the financial, operational, and strategic management of the establishment. Whilst having oversight of day-to-day operations, supervision and management of the business, the Concession GM will be key to develop strategies and procedures that increase efficiency and maximize profits. Crucially the GM takes accountability to ensure that all guests and patrons experience the Camps, according to the Company’s values and touchpoints identified in the company’s value statement, by enabling all the employees to perform at maximum productivity.



SECTION C: DETAILED KEY ACCOUNTABILITIES		
<i>Key Performance Areas</i>	Tasks	<i>Key Performance Measures</i>
Strategy	<ul style="list-style-type: none"> Accountable for the implementation of the strategy, budget, and financial management of the establishment with the support of the Group Translate strategic goals in operational plans and execute on these plans 	<ul style="list-style-type: none"> Approved Strategy Strategy execution evident
Sales & Reservations	<ul style="list-style-type: none"> Work closely with the Group Sales & Reservations function to ensure that the sales targets as agreed by the company is achieved. Clearly translate the Camps' understanding of the business strategies then set goals and determine action plans to meet those goals. Review action plans and financial objectives quarterly. Work with the Group Sales, Reservations, and Marketing function to identify new markets and business opportunities and increase sales. Able to support the Camps service and relationship strategy, driving customer loyalty by delivering service excellence throughout each customer experience. Work closely with Group finance to ensure proposed rate negotiations meet the financial needs of Chiefs Concessions. 	<ul style="list-style-type: none"> Sales targets achieved. Sales strategy approved and implemented Well-functioning department Positive guest reviews
Management of staff	<ul style="list-style-type: none"> To manage the Camp teams consisting of Camps management, Camp Admin, General Assistants, Head guides and guides teams, Kitchen, Housekeeping, Waiting Staff and Barman. Responsible for the performance and motivation of the team through carrying 	<ul style="list-style-type: none"> Staff training conducted Guests' reviews in relation to staff Performance evaluations



	<p>out regular reviews and day-to-day feedback.</p> <ul style="list-style-type: none"> • Where applicable, implement the disciplinary and grievance procedures in a fair and consistent manner. • To liaise with management and admin on welfare matters for the team. • Responsible for the training and development of the team to ensure effective job performance and delivery of standards of service and product. • Ensure daily contact with all departments, including Reservations and DC • Attention to detail should always be foremost in everyday thinking. • Accountable to ensure that all employees complete performance appraisals, whether direct, or through Line managers • Accountable for all matters of performance management, discipline. • Accountable to ensure a well-trained workforce, who are well informed and delivers on company goals • Ensure a well-motivated, high performing workforce. • Need to be the example to the staff in his/her leadership role. 	
<p>Stakeholder Relations</p>	<ul style="list-style-type: none"> • Manages and develops relationships with key internal and external stakeholders. • Develop a clear communication and stakeholder management strategy, with specific focus on the surrounding communities, the concession, SANPARKS and other direct stakeholders. • Be the custodian, and communication lead about Incubation projects, JV 	<ul style="list-style-type: none"> • Proven positive relationships with key stakeholders.



	<p>projects, Employment of Community and Land claimant communities.</p>	
<p>Maintenance, Logistics, and IT of Camps</p>	<ul style="list-style-type: none"> • Oversee the set up and decommission of each camp with the support of Technical and the ECO • Ensure that the site is well maintained, that the structures remain of the highest standard and that day to day “maintenance” and housekeeping are carried out to achieve this. • Carry out regular checks on all parts of the premises, including grounds and allocate work to relevant departments. • Keep records to allow for follow up and checking work has been completed. • Refer any major maintenance to the Technical and maintenance management team. • To ensure that standards of housekeeping are of the highest quality to maintain a clean environment and maintain the good condition of the premises, furniture, fixtures, and fittings. • Equipment/ Facilities: Ensure that the equipment (cutlery, crockery, glassware, linen etc.) and facilities provided for our guests are in line with our standards. • Ensure that inventory counts and stock takes are according to the schedule by the camp managers for each camp • Ensure that all items are used and stored effectively to prevent damage, breakage, or loss. • Ensure that camp management order items to maintain stock levels about Stores procedures, delivery timescales and budget. 	<ul style="list-style-type: none"> • Environmental Audit report success • Well maintained site with minimal disruptions to service • Adequate IT and connectivity infrastructure in the camps with a 95% uptime • Efficient Information Systems, that supports the business operations well • Well managed logistics, with little or no missing of deadlines



	<ul style="list-style-type: none"> • Where stock takes or ordering are delegated, the Camp Manager must oversee and countersign. • Ensure and maintain efficient SOPs are in place for each camp • Oversee all planned and emergency maintenance of all structures, plant and equipment. • Ensure adequate resources are available to perform maintenance works. • Ensure adequate IT system, that effectively serves the business and the guests, with a 95% uptime. • Ensure that all information systems, (example booking software, operational management system and financial management system), is in place, and adequately serving the business' needs (with the support of Group services). • Accountable for all logistics, regarding goods, people, and guests. 	
<p>Staff Village for Camps</p>	<ul style="list-style-type: none"> • Ensure staff village is comfortable for management and staff • Oversee all matters relating to the establishment and development of the staff village • Support, and implement a village committee to further deal with all maintenance matters. 	<ul style="list-style-type: none"> • Staff village committee functioning, and all matters tended to within reasonable timeframes. • Employee survey
<p>Guest Experience</p>	<ul style="list-style-type: none"> • Develop and inculcate a “family culture” that ensures that guests experience the Camps as a warm and hospitable place to visit. • Ensure that all guests experience the Kruger Untamed and Knysna Experience. 	<ul style="list-style-type: none"> • Values clearly displayed by all employees in the division.



	<ul style="list-style-type: none"> • Ensure that the company’s values and touchpoints are consistent, for all guests, staff, suppliers, owners, shareholders. • Ensure that all staff live the values of Kruger Shalati. • Ensure that the Employee Handbook is always followed by all employees. • Create a unique, curated guided experience in our game, heritage and cultural drives. • Manage guest complaints. • Share both complaints and praise to employees in a constructive and motivating manner. 	<ul style="list-style-type: none"> • Minimal guest and patron complaints • Positive feedback from Guests and patrons
<p>Operational Management of the Camps</p>	<ul style="list-style-type: none"> • Develop, implement, and enforce strategies and procedures that increase efficiency and maximize profits • Oversee all day-to-day operational activities of the camps where possible. • Ensure all operations are adequately resourced • Apply available resources wisely to ensure that the business is well functioning. • Develop and implement processes and policies that ensures effective daily operational management and minimizes crisis management • Oversee all service employees • Oversee all operational matters regarding hospitality services, inclusive of food and beverage, cleaning services, guides, porters, front of house • Apply available resources wisely to ensure that the business is well functioning. • Develop and implement processes and policies that ensures effective daily operational management and minimizes crisis management. 	<ul style="list-style-type: none"> • Well-functioning operations with limited or no wastage of resources. • Effective policies and procedures are in place, and strictly followed



<p>Revenue Management</p>	<ul style="list-style-type: none"> • Revenue tracking, and processing, assuring revenue targets are met. • Encourage sales while guests are at the venue. • Track Occupancy, Revenue per available room, Average Daily Rate. • Track profitability – about procurement and sales, keeping track of profit margins • Preparation and oversight of the operational budget. • Establish alternative revenue streams where possible (e.g. retail of local crafts) 	<ul style="list-style-type: none"> • Revenue targets achieved. • Profit margin maintained and achieved.
<p>Communication</p>	<ul style="list-style-type: none"> • Effective communication at all levels for the 3 camps as well as Central/Group Services and support departments (e.g., maintenance, DC, sales, res, marketing, HR, and finance etc.) • Follow the meeting schedule and prepare contributions to ensure that all relevant matters are addressed. • Provide quarterly reports to the board at board meetings • Have monthly updates with the COO of MTG • Ensure that information given at meetings is cascaded to relevant team members back at the Camp. • Ensure that when taking decisions, all relevant parties are advised in a timely manner to allow for planning and scheduling. • Communicate relevant issues to the MTG COO in a timely manner 	<ul style="list-style-type: none"> • Reporting to the board quarterly • Reporting to MTG COO • Reporting to SANParks as per the PPP agreement • For Kruger Camps work and communicate with the Kruger Shalati GM
<p>Planning for Camps</p>	<ul style="list-style-type: none"> • To effectively plan to ensure the smooth running of the Camp operations and allow sufficient time for support departments to schedule effectively. 	<ul style="list-style-type: none"> • Well-functioning operations with positive guest reviews



	<ul style="list-style-type: none"> Review day sheets on the day prior and identify issues that require planning and action. Review guests' special requests sheets on a weekly basis for the following two weeks and place appropriate orders and plan special events (e.g weddings, bush dinners etc.), notify relevant departments and check that they have planned effectively. To diarise deadlines and the actions needed daily to meet them 	<ul style="list-style-type: none"> Effective policies and procedures are in place, and strictly followed
Procurement	<ul style="list-style-type: none"> Oversee all procurement within the organisation. Ensure that all procurement is within budget, approved, by finance, and in line with BBBEE, and SANPARKS PPP Agreement requirements. Effective stock control, ensuring minimal wastage and rot. Maximum efficiencies created Strict controls in place to ensure zero incidents of theft, fraud or corruption in relation to procurement 	<ul style="list-style-type: none"> Strict controls in place Procurement policy followed at all times BBBEE and PPP Agreement considerations implemented with all suppliers Minimal incidents of theft, fraud and corruption
Occupational Health and Safety, inclusive of Food Safety Standards	<ul style="list-style-type: none"> Accountable for the Occupational Health and Safety compliance within the entire organisation and in accordance with the PPP agreement Accountable for complying with Food Safety and hygiene standards Compliance with any Government Regulations with relation to National Disasters (Example Covid-19) <ul style="list-style-type: none"> Ensure the security and health & safety of our guests, staff, and other visitors (including contractors) by following all company procedures Carry out regular checks of the premises regarding hazards or dangerous 	<ul style="list-style-type: none"> Compliant/concerns from guests Minimal incidents Environmental audit report successful Matters raised in Environmental audit reports



	<p>practices, action and report any concerns to the Management Team.</p> <ul style="list-style-type: none"> • Compile action plans and carry out tasks as appropriate based on debriefs from Insurance and Environmental assessment companies and any statutory audits. • Ensure all guests are fully briefed on emergency procedures as part of Camp orientation and support team members to ensure guest compliance. • Take immediate action on any issue that impacts on such matters that may result in serious injury. • Ensure all company procedures relating to security/ health & safety are followed and immediately report any discrepancies. • To fully participate and fulfil obligations as a member of the Health & Safety committee. • Implement and maintain systems to control costs such as food, beverage, cleaning materials and other cost centres. • Takes steps to minimise wastage and ensure that usage is appropriate. • To review cost centres and take a proactive approach to control 	
<p>Licencing and Operational Compliance</p>	<ul style="list-style-type: none"> • Accountable to ensure that all relevant operational licences are obtained, renewed and restrictions or requirements associated are implemented. • Research, engage stakeholders, and ensure that all relevant regulations are being followed. • Compliance with all aspects of the PPP agreement with SANParks 	<ul style="list-style-type: none"> • All required licences are always in place. • Surety given to the board that the company has all licences necessary in place. • Compliance reports from SANParks



<p>Transformation</p>	<ul style="list-style-type: none"> • Be mindful of BBBEE, PPP Agreement, and Employment Equity targets when recruiting, training and promoting • Implementation of agreed Community initiatives and agreements regarding Procurement and Skills Development. • Ensure that all operational elements of the PPP Agreement with SANPARKS are implemented, and carefully recorded, and reported on. 	<ul style="list-style-type: none"> • BBBEE, and PPP targets achieved in the division regarding all elements. • BBBEE and PPP procurement target achieved. • EE targets in the division is reached and maintained • Agreed Community interventions are implemented
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<p align="center">SECTION D: KEY RELATIONSHIP INTERFACES <i>Relationships with key parties on work related issues</i></p>	
Internal Relationships	External Relationships
<ul style="list-style-type: none"> • All staff • Board • Shareholders • Group companies GMs and Support departments 	<ul style="list-style-type: none"> • Suppliers • Guests • SANPARKS • Community (Implementation regarding Skills Development and Enterprise and Supplier Development) • Land claimants



SECTION E: SPECIFIC REQUIREMENTS

Such as required to work overtime, travel, work in dangerous conditions, etc.

- May be required to work overtime
- Locations of the camps in Kruger are remote so will be required to be based in camp however will move between the two camps
- Per the PPP agreement the construction for the camps is between 6 to 8 weeks annually, hence the planning for opening Knysna and closing Kruger will need to be considered
- Accommodation for all staff will be in tents with a bed and toilets facilities
- Person should have a deep affinity to nature and the environment especially with the location of the Kruger Camps

SECTION F: DELEGATED FREEDOM TO ACT

Indicate the limits and controls on this position's authority regarding expenditure, personnel decisions, changing policies or methods, etc. Indicate what types of decisions are typically referred to immediate management for resolution or approval.

- As per the Delegation of Authority approved by the board

SECTION G: JOB SPECIFICATION

List of qualifications, experience, training and characteristics required for the job

Qualifications	Relevant Diploma or Degree, and/or a Proven Track Record in a similar environment
Experience	<ul style="list-style-type: none"> • A minimum of 5 years in a leadership role, 10 years overall; • Must have prior experience in managing a similar operation • Display ability to work in an entrepreneurial environment; • Be a good team player; and • Good communication skills both oral and written;

SECTION H: COMPETENCY REQUIREMENTS

List of competencies and skill requirements for each job as per the company's business priorities (not a conclusive list)

Knowledge	Skills	Attributes/values
<ul style="list-style-type: none"> • Sound knowledge of operational management of a seasonal/mobile tented accommodation or lodge 	<ul style="list-style-type: none"> • Good operational management skills • Good analytical and numeric skills 	<ul style="list-style-type: none"> • Attention to detail • Self-motivated and deadline driven



<p>environment (in 4-to-5-star market)</p> <ul style="list-style-type: none"> • Good knowledge and understanding of Microsoft Office suite • Legislation (Hospitality, Occupational Health and Safety, Labour Laws) • Governance and controls in an operations environment. 	<ul style="list-style-type: none"> • Good planning and organising skills • Crisis management skills • Good communication skills • Coaching skills • Sound people management skills • Ability to function well in an entrepreneurial environment. 	<ul style="list-style-type: none"> • Team player • Maintain confidentiality • Ability to work under pressure • Well-articulated • Passionate • Accountable • Integrity
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