



# Serendipity Labs<sup>®</sup>

Inspiration at Work.®

## Job Description

**Job Title:** General Manager

**Reports To:** Regional Vice President

**Hours:** Daily, Monday through Friday, or as lab requires. Core Lab Operating Hours are 8:30am to 5:30pm. Overtime may be required.

**Description:** Overall responsibility for the sales, marketing, management and operation of the Lab in order to achieve strong membership levels, profitability and a memorable experience for our members each day.

### 5 Key Responsibilities:

1. Overall business performance of the lab.
2. Sales & marketing success of the lab and being a known and recognized face in the local business community.
3. Motivate and develop the team.
4. Create a vibrant and warm culture for your team and members.

### Essential Duties & Responsibilities:

#### Financial Performance

- Responsible for achieving financial targets and running the lab as a profitable location
- Financial performance will be measured on the following components (and others to be added as needed):
  - Actual Revenue compared to Budgeted Revenue
  - Actual Expenses compared to Budgeted Expenses
  - Membership quality and quantity
  - Membership retention

#### Sales & Marketing

- Have an excellent knowledge of your local market, your lab, pricing and services offered
- Have a good understanding of the locations offered within the SL portfolio (both company owned and franchise locations)
- Build and foster communicative relationships with online brokerage companies, local Residential/Commercial Real Estate Brokers and other referral sources
- Effectively respond to all incoming email and telephone leads in a timely and efficient manner



### **Competencies in CRM:**

- Add all leads to CRM
- Understand the qualifying process and timing for converting a lead through various stages
- Add memberships/services to opportunities and note pricing level
- Create follow up sales tasks
- Know how to convert to a member
- Know how to close and mark a lead as dead
- Generate basic reports to check on lead status
- Create & use templates to send emails, Agreements and follow ups
- Create and amend agreements
- Ensure CRM is updated to ensure reports will be accurate when printed
- Conduct Experience tours for potential members
- Update and keep price book current based on then current market pricing
- Create proposals based on potential member requirements using the SL standard cover template
- Ensure member service requirements are understood in advance
- Finalize details and prepare Agreements based on member requirements and follow up until closed
- Ensure the agreement has been signed and payment has been made by new members prior to allowing them access to offices or services
- Ensure renewals are processed and new rates updated where necessary
- Attend local events through affiliations and networking groups to enhance business opportunities and create brand awareness
- Research local competition to ensure competitive and achievable membership rates
- Be well versed on the SL Labs competitive differentiators

### **Member Experience**

- Responsible for the overall member experience from the members first day until the time they depart.
- Be visible and always delighted to assist
- Responsible for resolving member issues and escalating them when needed
- Instrumental in managing the overall member experience by ensuring the team members provide superior service

### **Lab Operations**

- Oversee and ensure that all areas of the lab are well presented at all times
- Oversee and ensure that all operational systems are in working order and escalate outages/problems to the appropriate corporate contact and/or vendor
- Oversee monthly invoice reports so you are aware of any delinquent member accounts.



- Together with the Experience Coordinator, approve vendor invoices to ensure prompt payment and correct rebilling to clients as appropriate
- In conjunction with the Experience Coordinator, pursue any members with overdue accounts
- Along with the Experience Coordinator, report on any “problem” member debts to VP and accounting
- Ensure agreement has been signed and payment has been made by new members prior to allowing them access to offices or services

### **Team**

- Responsible for the management and development of lab team members including support and ongoing training specific to job roles
- Conduct team meetings no less than weekly
- Timely and accurate creation and scoring of quarterly Incentive goals
- First point of contact for the Experience Coordinator and Community Manager at the lab should they have issues or questions
- Ensure a smooth communication flow regarding any SL issues, new member specifications or any other matters that are relevant for team members
- Conduct any necessary disciplinary proceedings for EC and CM
- Liaise with VP to authorize PTO requests and ensure sufficient coverage over vacation periods
- Provide back-up in the event that either the EC or CM is absent
- Liaise with VP regarding annual team member reviews

### **Essential Knowledge, Skills & Abilities:**

- Minimum 3 years experience of managing a business, branch or profitable business center
- Proven sales skills
- Bachelors Degree level or higher preferred
- Minimum 3 years management experience
- High standard of customer service and strong written and oral skills
- Excellent organizational skills
- Ability to work under pressure and demonstrate flexibility
- Good IT knowledge

### **Desirable Skills:**

- Experience in working in the Hospitality/Services business
- Property management experience
- Knowledge of business software and other business equipment
- Business center/Executive Suite experience or hotel experience



**Mental Requirements:** Reasoning, remembering, mathematics, appropriate language ability

**Physical Requirements:**

- Ability to handle interruptions to work flow
- Ability to receive written or oral instructions
- Ability to work with a variety of individuals
- Ability to listen and respond clearly
- Hearing – Ability to receive detailed information through oral and telephone communication
- Talking – Clearly expresses ideas by means of spoken word
- Repetitive Motions – Substantial movements of wrists, hands and fingers.
- Vision – Ability to see and read
- Crouching, kneeling, standing, sitting, climbing, stooping, walking, pushing, pulling and lifting
- Ability to handle small tools such as a drill, hammer, screwdriver, etc.

A review of this description has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and requirements are essential job functions.

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

This job description in no way states or implies that these are the only duties to be performed by the team member occupying this position. Team members will be required to follow any other job-related instructions and to perform any other job-related duties requested by their team leader.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty proficiently.

This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.