



GENERAL MANAGER

Reports to Managing Director

Hours Full time (40 hours per week)

Location SWG3 Office, Glasgow

Salary £55K

About SWG3

SWG3 is one of Scotland's leading independent venues – a place where creativity, community and commerce collide. What began as a group of artists' studios in a derelict warehouse has now evolved into one of Europe's most credible and loved multi-discipline arts venues; a collection of atmospheric spaces alive with art, design, music, fashion, food, shopping and nightlife.

Everyone knows SWG3 for a different reason, in a slightly different way. Sweaty gigs, pulsing club nights, experimental arts performances, global brand activations, fashion shows, a studio space – the variety of what goes on here is unparalleled in the city. And, through our exciting and ambitious Masterplan, the company is continuing to grow and evolve in even more ways, becoming a major cultural destination and tourist attraction for Scotland.

About this role

We are seeking a highly motivated, experienced and commercially astute General Manager to join our team at SWG3, bringing with them sound knowledge and professionalism, along with a wealth of their own experience and network.

Delivering 700 events in 2024, SWG3 is as fast-paced as is its creatively diverse. We're looking for the right individual that understands all that goes in to making that possible and truly believes they have what it takes to drive that even further, maintaining the electrifying vitality of the venue and programme.

This role is ideal for someone passionate about events, live music, hospitality and creating exceptional customer experiences. The General Manager, working alongside the Directors, will be pivotal to the direction of the business, bringing a fresh mindset, driving operational excellence, team performance, and profitability while ensuring SWG3 remains a vibrant destination for culture, entertainment and community engagement.



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Key responsibilities

- **Drive Financial Performance:** Oversee the financial viability of all revenue streams, with particular emphasis on maximising wet sales, ensuring profitability while maintaining high operational standards
- **Collaborative Profit Maximisation:** Work closely with the music booking and corporate event sales teams to optimise venue utilisation and increase profitability through strategic event planning and partnerships
- **Market Insight & Industry Awareness:** Develop and maintain a deep understanding of the local event market, continuously staying informed on industry trends, competitor activities, and best practices to ensure the venue remains competitive and relevant
- **Venue Planning & Operations Coordination:** Overview of the venue's event schedule and collaborate with the operations team to ensure seamless execution of events, from booking to post-event analysis, maximising space utilisation and operational efficiency
- **Support Marketing & Ticketing Growth:** Partner with the marketing and ticketing departments to drive growth and positive results, leveraging data-driven strategies to enhance visibility and engagement across all platforms
- **Foster a Positive Work Culture:** Promote a healthy, inclusive, and supportive working environment across all departments, ensuring team morale remains high and staff are empowered to perform at their best
- **Brand Stewardship & Growth:** Act as a brand guardian, contributing to brand development and growth in alignment with broader marketing objectives, ensuring a consistent and positive brand presence both within the venue and externally
- **Relationship Building & Retention:** Cultivate and maintain strong relationships with promoters, clients, brands, and suppliers, focusing on customer retention and the continued success of events, while fostering new business opportunities
- **Customer Relationship Management:** Ensure exceptional customer experiences by overseeing prompt, professional, and proactive communication, addressing concerns and fostering long-term relationships with patrons and clients



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Skills, knowledge and experience

Essential

- A strong background in large-scale venue and event management, ideally in a music/entertainment events venue or portfolio **or**
- Demonstrated success in leading teams and managing venue operations within the events, leisure, sports, or hospitality industries
- Experience of producing, managing and delivering a venue budget, P+Ls and financial reports in conjunction with finance teams
- Understanding how to balance costs against income to achieve revenue goals and maintain the venue's profitability
- Strong negotiation skills with the confidence and ability to make decisions effectively under pressure
- Strong attention to detail, organisational skills and ability to handle multiple tasks simultaneously
- An established network with strong relationships across the industry
- Experience in guiding and supporting marketing strategies and promotional initiatives to drive attendance and elevate venue visibility

Desirable

- Bachelor's degree in Hospitality Management, Business, or Event Management
- Certified Venue Professional (CVP) designation
- Experience with event management software

Hours and location

This is a full-time role of 40 hours per week. Whilst our office hours are 10am - 6pm, Monday to Friday, some evening and weekend work may be required.

How to apply

Please submit the following to hr@swg3.tv by **5pm, Monday 14th April**:

- covering letter (no more than one side of A4)
- CV

If you have any questions regarding this position, please email hr@swg3.tv.