

General Manager- Operations

We're growing fast, and have a brilliant role for a leader who wants to help deliver our potential.

You will be responsible for delivering to clients the very best of Bastion Brands! You report directly to the Managing Director, and are the right hand person to implement significant growth plans for the business. Others will drive the revenue pipeline (with your support). You will ensure the business delivers - on time, on brief, and with powerful results. And that a brilliant team loves being part of the process.

Role Responsibilities

1. **Performance**
 - You'll work with the MD to create a genuinely 'high performance' culture in everything we do
 - Internalise and bring to life our key values to deliver excellence
 - Ensure we leverage our team and resources to maximize efficiencies and returns
2. **Processes**
 - Underpinning best practice performance needs to be 'The Bastion Way'- a production and delivery system that makes delivery of great work seamless
 - You'll help shape the right processes that become the fabric of how we deliver the work
 - You'll help ensure tight synergy in the trafficking of work between account service, creative and production
 - And you'll ensure this process becomes the non-negotiable path of 'how we do things around here'
3. **People**
 - Shaping and driving a talent acquisition, retention and development strategy is a key to this role
 - All aspects of best practice HR management are included - talent database, structuring and resource allocation, feedback and development (including training)
4. **Professionalism**
 - We need to embrace excellence: clarity of purpose, with attention to detail in execution
 - You will oversee all we do with clients to ensure Quality Assurance is a given at Bastion Brand
5. **Product**
 - Working with the MD, you'll be a key driver of identifying and bringing to life new and innovative product offerings that build on what we already offer
6. **Profile and Promotions**
 - We have a clear positioning and promotions plan in place - and we need your help to oversee us so that we get it done - on timetable, and with flair

Personal Characteristics

- If your heart beat a little faster reading this role description, then this role might well be for you
- You need to be ambitious- and want to be part of a growth journey where we build a business that redefines our sector, sets new benchmarks, gets talked about (a lot), gives our competitors the absolute pip, and helps reshape modern healthcare communications
- You'll need to be organized. That's a must-have. We need someone who is buttoned down, loves the detail, is persistent, consistent, and relentless in making sure we lift in everything we do
- At the same time, you need to be able to lead in a positive and inspiring way. This role is not about 'command and control.' It is all about setting the right path, and then inspiring the team to want to be part of a business that will set a new benchmark in excellence in



all it does. So, if you have strong Emotional Intelligence with the 'delivery' DNA, then this role is perfect for you

- We're a high energy business. We need your help to take that even higher. If 'energy' is not part of your offer, think again about this role being right for you
- And communications skills – clearly that will be key to this role.

This is a brilliant role in an ambitious, growing business. We're still small enough for you to help put your stamp on our future and who we become. And we're large enough and with the momentum to be confident we're on a path to great things.