

Job Description: Retail Cellar Manager

Function:	Beverage Department
Job:	
Position:	Retail Cellar Manager
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	James Hardie, Head of Beverage
Additional reporting line to:	Dotted Line to Head of Retail
Position location:	Ascot Racecourse, supporting Ascot Racecourse & Major Events

1. Purpose of the Job

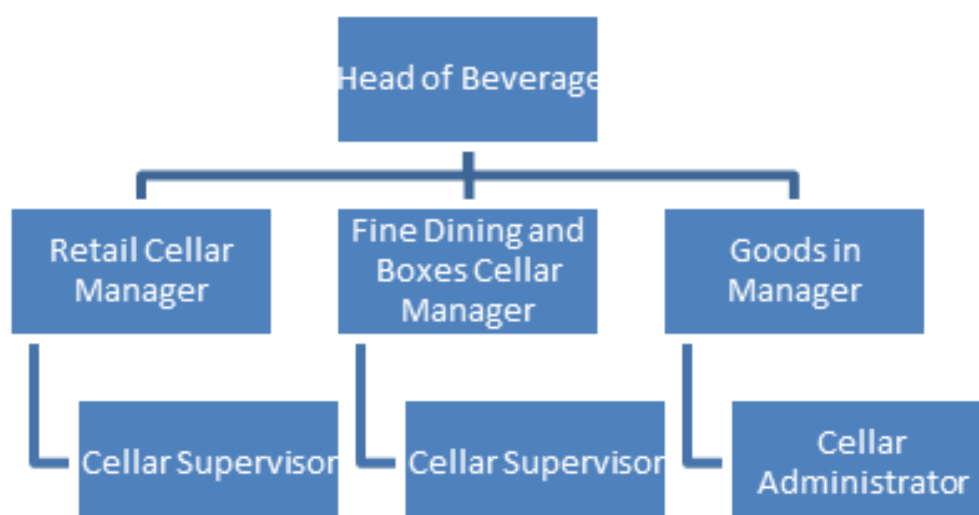
- Lead and manage all aspects of the cellar operations at Ascot Racecourse.
- Ensure rigorous stock accountability, stock control, and financial performance, safeguarding assets and reducing wastage.
- Deliver financial and operational targets for the Beverage Department, ensuring alignment with wider business objectives.
- Champion stock-to-cash reconciliation and variance reporting to drive transparency and efficiency.
- Manage and develop the cellar team (Cellar Supervisors, Assistant Managers, Supervisors, Admin support, and casual operatives).
- Maintain stock security systems for all liquor stocks, on all stock movement.
- Plan and continually update the labour rota and costs, ensuring labour spend targets are met.
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2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

Revenue FY2025:	5m	EBIT growth:	N/A	Growth type:	N/A	Outsourcing rate:	n/a	Region Workforce	N/A
		EBIT margin:	N/A						
		Net income growth:	N/A			Outsourcing growth rate:	n/a	HR in Region	N/A
		Cash conversion:	N/A						

Characteristics
N/A

3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.



4. Context and main challenges

- Maintain full accountability for stock control across all beverage outlets, ensuring accuracy in stock-to-cash reconciliation.
- Manage financial accountability, including all liquor holding stock, associated revenue, gross margin, and wastage targets.
- Safeguard stock through robust security, stock life tracking, and audit processes.
- Ensure compliance with Health & Safety standards, PPE, manual handling, and safe cellar operations.
- Optimise labour deployment to meet business P&L requirements while ensuring operational efficiency.
- Deliver service excellence for race days, C&E events, and external functions.
- Lead production and accurate reporting of Raceday reporting, monthly stock take, stock variance, and wastage to senior stakeholders.

5. Main assignments – Indicate the main activities / duties to be conducted in the job.

1. Stock & Financial Accountability
 - a. Oversee the Ascot Stock Control System for all purchases, transfers (X-Charges), and audits.
 - b. Deliver monthly and event-based stock variance reports, identifying risks and implementing corrective actions.
 - c. Lead stock-to-cash reconciliation, highlighting discrepancies and ensuring accurate reporting to Finance.
 - d. Set, monitor, and achieve financial targets, including stockholding levels, wastage reduction, and revenue margins in accordance with Sodexo budget.
2. Operational Leadership
 - a. Plan and organise all stock deliveries, ensuring accurate and timely distribution across Retail bars, restaurants, and private loge boxes.
 - b. Ensure cellar readiness for major events, including Royal Ascot, by coordinating storage, equipment, and stock availability.
 - c. Support retail operations with timely provision of correct stock PAR levels in line with retail stocking policies.
 - d. Support the Hospitality Cellar manager with stock transfers when required.
3. Team Leadership & Development
 - a. Direct and develop a structured cellar team, including Senior Supervisors, Supervisors, and casual labour.
 - b. Monitor team performance, challenge inefficient work practices, and foster a culture of continuous improvement.
 - c. Provide and maintain training and records on cellar operations, stock systems, and Health & Safety requirements.
4. Compliance & Safety
 - a. Ensure zero-harm culture, compliance with Sodexo/venue policies, and safe working systems.
 - b. Lead safety walks to confirm compliance with licensing laws, health standards, and security measures.
 - c. Actively encourage safety observations within the cellar department and review regularly with the team.
 - d. Provide safety briefings to the team via the safety moment and tool box talks and record these briefings
5. Ensure all breakdowns (fridges, draught equipment and coolers) are all logged and followed up for repair before the next event.

6. Accountabilities

- Full accountability for stock control, accuracy, and reporting.
- Delivery of key financial targets (revenue, margin, wastage).
- Achievement of operational readiness for race days and events.
- Client, customer, and internal stakeholder satisfaction.
- Development and retention of an engaged, efficient team.
- Maintenance of a safe, secure, and professional cellar environment, including line cleans and keg room hygiene.

7. Person Specification

- Proven leadership in high-volume beverage/cellar operations.
- Strong financial acumen with experience in stock control and reconciliation.
- Proficiency in Microsoft Excel and stock control systems.
- Excellent organisational and people management skills.
- Personal liquor license knowledge is desirable.
- Forklift license (preferred).
- Strong knowledge of wines, spirits, beers, and associated cellar practices.
- Clean driving licence (preferred).

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

- Rigorous management of results.
- Leadership & people management, ensures accountability.
- Growth, client & customer satisfaction.
- Commercial awareness.
- Operational excellence.
- Health, Safety & Compliance focus with LTIR awareness.

9. Management Approval – To be completed by document owner

Version	1.0	Date	01 st September 2025
Document Owner	James Hardie		