



Caherconnell Fort & Sheep Dog Demonstrations

General Manager Full-time, fixed term Contract

Caherconnell Fort and Sheepdog Demonstrations is located in the heart of the Burren UNESCO Geopark and is owned and run by the Davoren family. The centre offers visitors from all over Ireland and the world an opportunity to engage with one of the Burren's premier tourist destinations. Through interaction with expert local staff the traditions and heritage of Caherconnell are brought to life.

Caherconnell Fort has evolved throughout the past decade and now offers individuals the opportunity to experience our Sheepdog Demonstrations, and explore the Burren's largest ringfort all supported by a craft and coffee shop delivering a world-class visitor experience.

Caherconnell Fort and Sheepdog Demonstrations is seeking an exceptional, positive individual to join the team as General Manager. Reporting to the Board of Directors, the General Manager will be responsible for the overall performance, guest experience, and commercial success of the attraction. The role combines operational leadership, people management, commercial development, and compliance oversight.

If you are a strategic and driven professional with strong planning, analytical and stakeholder management skills, this could be the ideal role for you.

This is initially a full time, one year contract. Applicants will require a full clean driving licence.



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Responsibilities of your role will include:

Manage the delivery and development of Caherconnell Fort and Sheepdog Demonstrations services to ensure and advance the quality and efficiency of service provision. This includes accepting responsibility for managing all services and ensuring that systems are in place to support this responsibility. This includes but is not limited to:

Commercial and business development

- Identify and target new customer segments (e.g. groups, schools, corporates, tour operators) and develop initiatives to grow footfall and revenue.
- Lead contract negotiation with partners, agents, and suppliers to secure favourable commercial terms.
- Continue to support and enhance current customer and business relationships as well as networks.

Communication and scheduling

- Supervise the prioritisation and response to guest, staff, and partner communications.
- Continuously review and enhance processes that ensure the seamless operation of our product to customers
- Control and oversee the site calendar, ensuring bookings, events, and key activities are correctly entered and validated.

Operations and procurement

- Oversee ordering of stock, services, and supplies in line with budget and quality standards.
- Meet suppliers regularly to review performance, negotiate terms, and source new opportunities.
- "Walk the floor" daily to monitor standards, guest experience, cleanliness, health and safety, and, taking immediate action where needed.
- Review capacity and availability (tours, tickets, café, events) and adjust staffing, opening patterns, or inventory to maximise revenue and guest satisfaction.

People management

- Promote positive employee relations in a manner that conforms to the ethos and policies of Caherconnell Fort and Sheepdog Demonstrations, current legislation and best Human Resource practices.
- Develop and implement appropriate Policies, Procedures, Protocols and Guidelines.
- Train new and current team members on the service.
- Perform a comprehensive review of processes, practices and procedures, with a view to recommending more efficient ways of completing essential tasks.
- Lead recruitment for key roles, including shortlisting, interviewing, and selection.



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- Oversee induction and ongoing training, including café training, and review and approve training plans and materials.
- Supervise rota creation and review, ensuring adequate staffing levels, fairness, and alignment with forecast demand.
- Provide coaching, performance feedback, and formal reviews to build a high-performing team.
- Monitor KPIs such as visitor numbers, spend per head, capacity utilisation, and guest feedback.
- Propose and implement improvement plans.

Compliance and financial oversight

- Ensure compliance with all relevant legislation and internal policies (health and safety, food safety, employment, data protection, and financial controls).
- Work with finance to monitor budgets, review financial performance, approve invoices and expenses.
- Ensure accurate records and documentation are maintained as required for inspections, certifications, and internal reviews.

Planning and daily leadership

- Conduct daily review and day planning, aligning team briefings, priorities, and resources with expected demand and events.
- Coordinate across departments (operations, café, retail, marketing, maintenance) to deliver a seamless guest experience.
- Act as the primary on-site decision-maker for operational and guest issues.
- Ensure the provision of out of hours contact availability for key stakeholders
- Oversee the preparation of necessary reports and provide regular written and verbal reports to the Chairperson and Board of Directors.

Perform other duties commensurate with the nature of the post.



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Essential skills and attributes

- Significant experience in hospitality, leisure, or attractions management, with proven leadership responsibility.
- A dynamic and creative person with initiative
- Over five years of people management experience, including recruitment, training, and performance management.
- Commercial acumen with experience in budgeting, financial oversight, KPI development and monitoring as well as contract negotiation.
- Excellent organisational skills, with strong calendar and workload management.
- Confident communication skills with the experience of relationship building with team members, visitors, and external partners.
- High standards of visitor service, with a hands-on approach and willingness to be visible on the floor.
- A person of integrity

Terms and Conditions

Salary: Commensurate with experience

Contract: 12 months initially subject to satisfactory performance and the continued availability of funding. A probationary period of 6 months will apply.

Hours: A 40 hour working week. Due to the nature of the post, evening or weekend work is required.

Holidays: Holiday entitlement is 20 days annual leave.

Reporting Relationship: The General Manager will report to the Board of Directors.

Caherconnell Fort and Sheepdog Demonstrations is an equal opportunities employer.