



15 Regent Street, Cheltenham, GL50 1HE

#### Job Description:

Title: General Manager

Location: Cheltenham, UK

Hours: Average 37.5 per week, some flexibility required

Reports to: Managing Director

Salary: Competitive salary commensurate with experience. Excellent prospects for the right candidate to become a senior team member with ultimate potential for equity holding.

Contract: Full time, permanent contract

Holidays: 20 days + public holidays

Full UK driving licence and a valid passport are required. Some International travel will be needed.

#### Summary:

ATB Guitars is one of the leading sellers of high end vintage guitars in Europe. Due to continued growth we require a full time General Manager to help with the day to day running of the business, explore further business opportunities and to look after our brand new, soon to be opened Guitar Lounge in the centre of Regency Cheltenham which is going to be an exciting new phase for ATB Guitars.

The ideal candidate has to be a guitar player of at least a reasonable standard, who ideally is willing to demonstrate the instruments to audiences via our social media channels. He or she will feel at ease using social media to promote the business and answer customer enquiries.

He or she will be someone who can show initiative, multitask and work as part of a team, or independently as required. Tasks will involve everything from following sales leads, negotiating purchases, ensuring orders are packed and shipped out successfully and keeping the lounge in good order.

#### Key Responsibilities (training will be given where necessary):

Responding to customer enquiries by phone, email, or any other channels

Following sales leads

Pursuing purchase opportunities

Day to day management of the Guitar Lounge, including meeting and greeting customers

Maintaining the environment

Receiving deliveries and shipping orders out

[www.atbguitars.com](http://www.atbguitars.com)  [atbguitars](https://www.facebook.com/atbguitars)  [atbguitars](https://www.instagram.com/atbguitars)  [@atbguitars](https://twitter.com/atbguitars)

Email: [info@atbguitars.com](mailto:info@atbguitars.com) • Tel: 07842 001007 • Int: +44 7842 001007

Photographing and videoing stock items

Daily management of the website including posting information in a timely manner together with monitoring and responding to comments

Promoting the business through the various and many social media outlets

Dealing with Music Industry press, compiling press releases and following up features.

Any other duties that may be required

Person Specification - Experience and skills:

The most important thing you must possess is a passion for what you are doing. This is not a commission driven position and the ideal person is the type who can relate to people on a real level and possess the ability to communicate at all levels.

Essential criteria:

- Passionate about guitars, including high end vintage models
- The ability to play guitar to at least a reasonable standard
- Willingness to demonstrate guitars face-to-face and on social media
- People skills to deal with a wide range of people including high achieving individuals
- Keen to devote time and energy to growing the business
- Good telephone manner and attention to detail
- I.T. literate for all relevant office type programs
- willingness to learn, develop and grow in the role

Desirable criteria:

- Competent guitar playing skills
- Ability to perform basic set up and repairs on guitars
- Knowledge of makes, models and characteristics of vintage guitars
- Business development skills
- SLR photography skills
- Videography skills
- Familiarity with Logic Pro X and Final Cut Pro X
- Previous sales experience
- Some Internet marketing experience

Please apply by sending your CV, a brief explanation as to why you think this job suits you and another relevant materials such as links to YouTube videos, relevant Social Media content etc to - [jobs@atbguitars.com](mailto:jobs@atbguitars.com)

or by post to:

Dept JO  
ATB Guitars  
15 Regent St  
Cheltenham  
GL50 1HE

**Closing date is April 20th 2018.**

**ALL APPLICATIONS WILL BE TREATED IN THE STRICTEST CONFIDENCE**