

Manager – The Crossways

Full-Time | Competitive Salary | UK

Job Title:	Manager – The Crossways
Reports To:	Operations Director and DPS
Location:	The Crossways, 36 Ironmarket, Newcastle, Staffs
Contract Type:	Full-Time, Permanent
Hours:	40 hours per week (includes evenings & weekends)
Salary:	£29,000 + Benefits

About the Role

We are seeking a driven, personable and highly organised Wet-Led Pub Manager to take the helm of our drinks-focused venue. This is a drinks-only operation — there is no kitchen — meaning your commercial focus will be squarely on maximising wet sales, delivering exceptional bar service and creating an atmosphere that keeps customers coming back.

As the face of the pub, you will be responsible for every aspect of the operation: from cellar management and licensing compliance to team leadership, financial performance and maintaining an immaculate, welcoming environment. You will hold a Personal Licence and support the Designated Premises Supervisor, ensuring the venue operates responsibly and within the law at all times.

Key Duties & Responsibilities

Bar Operations & Service

- Oversee all bar operations across every trading session, ensuring fast, accurate and friendly service at all times.
- Maintain a thorough knowledge of the full drinks range, including cask ales, keg beers, wines, spirits and soft drinks, and train staff to confidently upsell and recommend.
- Manage the cellar to a high standard, including conditioning and serving cask ales, maintaining keg lines, controlling temperatures and ensuring correct stock rotation.
- Monitor pour quality, wastage and line cleanliness, carrying out or overseeing regular line cleans in line with best practice.
- Ensure glassware is clean, polished and chip-free, and that the bar is always well-stocked, organised and presentable throughout service.
- Handle customer orders, card and cash transactions accurately and in compliance with company procedures.

Premises Presentation & Cleanliness

- Take personal pride and ownership in the appearance of the pub, ensuring the venue is clean, tidy and well-presented at all times — both front-of-house and back-of-house.
- Implement and oversee a structured daily, weekly and deep-clean schedule covering all areas of the pub including the bar, cellar, toilets and smoking areas.
- Ensure all fixtures, fittings and furnishings are maintained in good condition; report and action repairs or replacements promptly.

- Manage refuse and recycling procedures, keeping external areas free from litter and in a condition that reflects positively on the pub.
- Conduct regular walkabouts and opening/closing inspections to maintain standards and identify any issues before they are visible to customers.
- Ensure all areas are free from hazards, with particular attention to spillages, wet floors and trip risks, especially during busy periods.
- Maintain the pub's exterior kerb appeal, including signage, window displays, A-boards and any outdoor seating areas.

Licensing & Legal Compliance

- Provide active day-to-day support to the DPS, ensuring full compliance with the premises licence at all times.
- Ensure all staff are trained in the responsible service of alcohol and operate a robust Challenge 25 policy, maintaining a refusals register.
- Prevent underage drinking, drunkenness and anti-social behaviour on the premises, taking appropriate and confident action when required.
- Maintain accurate and up-to-date documentation including incident logs, CCTV records and risk assessments.
- Liaise professionally with licensing authorities, police and other responsible authorities as required.
- Ensure the venue is compliant with all Health & Safety legislation, fire safety requirements and relevant environmental health standards.

People Management

- Recruit, induct, train and retain a motivated bar team, ensuring all staff are knowledgeable, well-presented and customer-focused.
- Work with the Ops Director to produce weekly rotas that ensure adequate cover for all sessions within agreed wage budget parameters.
- Lead by example on the bar floor, coaching staff in service standards, product knowledge and responsible alcohol service.
- Conduct regular one-to-ones, team briefings and performance reviews for your direct reports, managing any conduct or performance issues in line with company policy.
- Foster a positive and inclusive team culture where staff feel valued and take pride in the pub.

Commercial & Financial Management

- Drive wet sales performance and take responsibility for hitting weekly and monthly revenue targets.
- Manage and control all costs including wages, wastage and purchasing to achieve GP targets.
- Carry out regular stock takes, investigate variances and implement corrective action where necessary.
- Work with the Ops Director and drinks suppliers to negotiate pricing, manage deliveries and ensure optimal product range and availability.
- Prepare and present weekly trading reports to the area manager or licensee, highlighting key performance trends as required.
- Manage cash handling, end-of-day reconciliation and banking procedures accurately and securely as required.

Customer Experience & Community

- Create a warm, welcoming and lively atmosphere that encourages repeat visits and word-of-mouth recommendation.

- Build strong relationships with regulars and the local community, positioning the pub as the heart of the neighbourhood.
- Plan and promote live music events, quiz nights, sports screenings and seasonal promotions to drive footfall and revenue.
- Manage the pub's social media presence and respond promptly and professionally to online reviews.
- Handle complaints and difficult situations calmly, fairly and in a way that upholds the pub's reputation.

Key Skills & Requirements

Essential

- Proven experience managing or assistant-managing a pub or bar, ideally in a wet-led environment.
- Hold a valid Personal Licence (Award for Personal Licence Holders — APLH or equivalent) — this is a firm requirement for this role.
- Thorough knowledge of UK licensing law, including the Licensing Act 2003 and the four licensing objectives.
- Excellent cellar management skills, including cask ale conditioning, keg beer systems and line cleaning.
- Demonstrable commitment to high standards of cleanliness and premises presentation.
- Strong commercial awareness, including experience managing wet GP margins, stock control and cost management.
- Confident people manager with experience leading, motivating and developing a bar team.
- Ability to work flexibly across evenings, weekends and bank holidays as the role demands.
- Resilient, calm under pressure and capable of managing challenging customer situations.
- Proficient in using EPOS till systems and comfortable with basic financial reporting.

Desirable

- Award in Beer and Cellar Quality (ABCQ) or equivalent cellar management qualification.
- First Aid at Work certificate.
- Experience operating within a tenanted, leased or managed house model.
- Cask Marque accreditation experience or familiarity with quality assurance schemes.
- Experience promoting live events, sports screenings or entertainment programmes.

What We Offer

- Competitive salary commensurate with experience.
- 28 days' annual leave (including bank holidays).
- Company pension scheme.
- Staff discounts.
- Ongoing training and development opportunities.

How to Apply

To apply, please send your CV and a covering letter detailing your relevant experience — in particular your cellar management background, licensing knowledge and approach to maintaining a high-quality pub environment — to info@bottlecraft.beer FAO Chris Galvin-Wilson.

JOB DESCRIPTION | Manager – The Crossways

Please note: only candidates holding a valid Personal Licence will be considered for this position. Proof of licence will be requested prior to interview.