

JOB DESCRIPTION

JOB TITLE	IOU Hostel Manager (Events, Sales, Marketing focus)
LOCATION	IOU Hostel, Hebden Bridge
PURPOSE	Manage the hostel operations, sales, and communications, develop new business, events and partnerships, grant funding and grow profitability.
REPORTS TO	IOU CEO
DIRECT REPORTS	Duty Manager and Artist In Resident
INTERFACES	<ul style="list-style-type: none"> ▪ Board of Trustees ▪ IOU and Hostel Staff ▪ Artists in Residence ▪ Volunteers ▪ External Businesses
RESPONSIBILITIES, ACCOUNTABILITIES AND KEY TASKS	
<p>Key Responsibility One</p> <p>– <i>Sales, Communications, Marketing and Business Development</i></p> <ul style="list-style-type: none"> • Drive revenue via exclusive hires, group bookings, corporate and arts-sector retreats. • Deliver clear communications and sale strategies • Improve signage and venue communications • Develop and maintain dynamic pricing on Beds24 (training provided). • Build partnerships with cultural organisations, tourism bodies, and businesses. • Apply for grant funding for special events and workshops • Manage all digital marketing (website management and updates, SEO, social media, PR). • Oversee promotions and review guest feedback to enhance reputation and visibility <p>– <i>Guest Management</i></p> <ul style="list-style-type: none"> • Use our systems for efficient guest self check-ins and check outs, bike storage and towel sales and other management functions. • Monitor and update booking systems (Beds24), including arrivals and check payments.(training will be given) • Improve guest communications. • Develop Exclusive Hires business and be main point of contact. • As part of a team, prepare and send guest self check-in information and respond to enquiries and feedback. • Support a warm, efficient and helpful experience for all guests. • Handle basic guest enquiries and resolve issues professionally and efficiently. • Participate in marketing activity by supporting content and photo shoots. • Respond to hostel phone and email queries during duty shifts. • Be on call for emergencies while on selected shifts. 	

Key Responsibility Two – Events and Programming

- Curate and manage creative events, retreats, and community workshops.
- Coordinate exclusive hires, meeting room bookings, and event logistics.
- Act as Front of House for key events to ensure high-quality customer service.
- Secure funding/grants for creative retreats
- Support catering/kitchen compliance when used for events and group bookings and assist in the preparation of food and drinks (when required) with warmth, hospitality and pride that influences more sales.

Key Responsibility Three – Compliance

- Ensure annual and operational H&S, fire safety, and environmental checks are completed and compliant.
- Oversee staff training and appraisals.
- Log and liaise on maintenance issues and contractor needs (e.g. pest control, waste).
- Maintain and implement hostel policies and procedures
- Act as a keyholder and handle emergency on-call duties during shifts (on-call policy will be provided)

Key Responsibility Four – Financial / Administrative Management

- Manage budgets, forecasting, and revenue tracking in collaboration with IOU's CEO and Finance Officer
- Oversee hostel debit card use and invoice approvals
- Monitor and maintain the Beds24 system; resolve issues and discrepancies
- Website, social media, and booking platform updates
- Log updates needed for hostel website or tech systems

Key Responsibility Five – Staff Management

- Line manage and support Duty Manager, Assistant Duty Manager, Artist in residence..
- Assist in recruitment, and training.
- Provide operational support to all hostel staff.

PERSON SPECIFICATION

Essential

- Experience delivering or coordinating events, retreats, or exclusive group bookings, ideally in a creative, community or cultural context.
- Experience in hospitality management, such as hostels, hotels, Airbnb or cultural/venue settings with an eye for quality and detail.
- Proven track record in sales, communications, and digital marketing, with experience increasing occupancy and income in hospitality or events settings.
- Strong experience managing and updating websites and social media, including preparing content (text, images) and using basic design packages (e.g. Canva, Adobe Express).
- Confident using online booking systems (e.g. Beds24, Cloudbeds, [Booking.com](https://www.booking.com) - training will be given) and digital tools to streamline operations, guest management, and reporting.
- Strong written communication skills, including writing for web, social media, and simple funding or partnership bids.
- Confident in developing and maintaining partnerships with organisations in the arts, tourism, education, or corporate sectors.
- Proficient in using spreadsheets for budget management, planning, and reporting.
- Solid understanding of health & safety, safeguarding, and compliance within hospitality or venue management.
- Highly organised, proactive and independent, able to manage competing priorities and lead a small team.
- Flexible and reliable, with availability for evening, weekend and emergency on-call duties.

Desirable <ul style="list-style-type: none"> • Food safety level 2 • Experience in cultural tourism. • Knowledge of sustainability in hospitality. • Experience in grant-funded or charity-based operations.
EMPLOYMENT DETAILS
Hours: 30 hours per week includes shift work (shift patterns, usually from between 11am) Salary: £31,200 pro rata (including weekends, emergency on-call shifts and occasional evenings) Benefits: Pension, Discounted accommodation at the hostel subject to availability Location: IOU Hostel, Hebden Bridge Start: 1 September 2025 (or before)
APPLICATION DETAILS
Deadline: 14 July 2025 Interviews: W/C Monday 28 July
APPLY ONLINE HERE

The responsibilities reflect the core activities of the role and are not intended to be exhaustive. Other activities or duties may be required, or changes in emphasis needed, from time to time to meet IOU's needs and it is expected that the role-holder will adopt a flexible approach in this respect. All roles and responsibilities are regularly reviewed and revised where necessary to ensure that our organisation's needs continue to be addressed.

IOU is committed to equality, diversity and inclusion in the workplace. We encourage applications from people of all backgrounds, identities, and lived experiences.

IOU Charity no. 273527. Company no.1303657

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