

THE ACC LIVERPOOL GROUP

Job Description & Role Profile



Food and Beverage/ Beverage team

Head of Bar & Cellar

REPORTS TO: Head of Food and Beverage services – Sports and Entertainment

DIRECT REPORTS: Assistant Bar & Cellar Manager, Bar & Cellar Supervisors, Team Leaders, Bar & Cellar Casual Workforce x 50

DOTTED LINE RELATIONSHIPS: F&B Manager – retail, F&B Manager – Premium, Staffing Manager

JOB PURPOSE

The Head of Bar & Cellar is responsible for the operational leadership of all beverage services across the ACC Liverpool campus, including the M&S Bank Arena. This role oversees the delivery of high-volume wet-led services within arena concession kiosks and premium hospitality environments, ensuring exceptional service, strong commercial performance, robust stock management, and adherence to licensing and safety standards.

The position manages all alcohol, non-alcoholic, and hot beverage operations, ensuring the arena's bars, cellars, and mobile units operate efficiently, profitably, and consistently during major music, entertainment, and sports events.

MAIN DUTIES AND RESPONSIBILITIES

OPERATIONAL MANAGEMENT

- Lead the daily operation of all bar, beverage, and cellar services across retail kiosks and premium hospitality areas.
- Ensure efficient beverage service delivery for high-volume, fast-paced arena events and elevated guest experiences in hospitality lounges.

- Oversee cellar operations including ordering, receiving, stock rotation, equipment maintenance, and beverage dispense systems.
- Ensure all bars are fully stocked, staffed, and operationally ready for every event.

COMMERCIAL PERFORMANCE & STOCK CONTROL

- Manage beverage cost of sales, margins, waste reduction and stock variance.
- Implement and maintain robust stock control procedures, including weekly audits and event-by-event reconciliation.
- Monitor sales trends and influence product selection, pricing, and supplier performance to maximise revenue.
- Work closely with Commercial & Business Development to embed beverage partnerships and contractual obligations.

PEOPLE LEADERSHIP

- Lead and develop Bar Supervisors and the wider bar & cellar team to ensure high performance and consistent service standards.
- Support recruitment, training, upskilling, product knowledge, and licensing compliance across all beverage staff.
- Build a strong team culture aligned with the “One Team” values of ACC Liverpool.

CUSTOMER EXPERIENCE

- Ensure a consistently excellent guest experience across all beverage touchpoints.
- Monitor speed of service, queue management, visual presentation, and product quality.
- Collaborate closely with the Head of Food & Beverage Services and Retail/Premium F&B Managers to elevate beverage service standards.

COMPLIANCE & SAFETY

- Ensure full compliance with licensing law, Challenge 25, food safety, allergen management, health & safety, and COSHH.
- Maintain an audit-ready culture and ensure all documentation is completed accurately.
- Ensure bar equipment, dispense systems, and cellar environments meet safety and cleanliness standards.

EVENT COORDINATION

- Attend planning meetings to understand event requirements, expected volumes, and operational challenges.

- Adjust staffing, stock levels, beverage ranges, and service styles based on audience profile and event type.
- Work tightly with event teams to ensure seamless alignment with campus-wide operations.

SUSTAINABILITY & CONTINUOUS IMPROVEMENT

- Implement sustainable beverage practices including waste reduction, recycling, responsible sourcing, and energy-efficient dispense systems.
- Analyse service performance, customer feedback, and sales data to drive continuous improvement.

MANAGEMENT / SUPERVISOR RESPONSIBILITIES

- Provide hands-on leadership across all event days and ensure excellent service delivery.
- Conduct team performance reviews and support structured development plans.
- Ensure adherence to HR policies, operational standards, safety requirements, and licensing conditions.
- Create a culture of accountability, collaboration, and operational excellence.

STRATEGIC RESPONSIBILITIES

Not applicable for this role

GENERAL

- Support and contribute to the “One Team” culture that drives exceptional service campus-wide.
- Maintain a strong on-site presence during events, ensuring operational excellence.

- Undertake any other duties commensurate with the role as required by the Head of Food & Beverage Services.
- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.
- To adhere to The ACC Liverpool Group's Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to ACC Liverpool.
- To undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.
- It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

ROLE PROFILE

ATTRIBUTES	DESCRIPTION	ESSENTIAL/DESIRABLE	HOW MEASURED
TRAINING & QUALIFICATIONS	Personal Licence holder Food Safety Level 2 minimum Level 3 preferred Allergen Management and awareness Cellar management Health and Safety Licensing training	Essential	Application
EXPERIENCE	Supervisory/management experience in Event/Festival/hospitality or high street bar and cellar operations Proven Bar management in high volume bar operations Experience overseeing Cellar operations and dispense systems Demonstrable success in stock control, margin improvement and waste reduction Experience leading and developing large bar, logistics and cellar teams Experience of working with premium hospitality spaces Proven management and relationship management of Beverage supply chain	Essential	Application and Interview
SKILLS & KNOWLEDGE	Strong operational knowledge of bar service, beverages, cellar systems, supply chain sourcing and compliance requirements Solid financial understanding including stock systems and P&L awareness and margin management Excellent leadership, communication and interpersonal skills Proficient in EPOS and stock management software and standard IT applications Ability to work under pressure and deliver at scale during peak event times	Essential	Interview

KEY ATTRIBUTES	<p>Highly organised with excellent time management</p> <p>Calm, confident decisions maker during high volume trading</p> <p>Strong customer orientation</p> <p>Proactive solutions focused and adaptable</p> <p>High attention to details and committed to service excellence</p> <p>Strong collaborator</p> <p>Driven to create a culture of high energy, fun to match the stage</p>	Essential	Interview

Key for How Measured:

I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date