

SANCTUM

Role: European Operations Manager

Location: London, UK / Amsterdam, Netherlands

Reports To: Head of Operations and Partnerships

Employment Type: Full Time

Salary: £45,000 - £50,000

Role Overview

The European Operations Manager is responsible for the operational performance and commercial growth of their region, ensuring every market delivers exceptional client experiences whilst building engaged communities and sustainably growing attendance.

This role owns market performance, commercial partnerships, operational planning and team leadership, ensuring every market consistently delivers exceptional experiences while achieving commercial objectives.

The European Operations Manager leads the Local Operations Supervisors, supports operational excellence across all markets and drives continuous improvement.

Key Responsibilities

Market Growth & Performance

Own the commercial and operational performance of every market within your region. Working closely with the Marketing team, Partnerships team and Local Operations Supervisors, you will create the conditions for sustainable growth by supporting local initiatives, analysing performance and sharing best practice across markets.

Responsibilities include:

- Driving attendance across all regional B2C classes.
- Supporting Local Market Supervisors to achieve occupancy targets.
- Reviewing market performance and identifying opportunities for growth.
- Coaching local teams to think commercially as well as operationally.
- Supporting local B2B growth where appropriate.
- Identifying trends across markets and sharing successful initiatives.
- Ensuring Operations teams actively contribute to community building and client retention.
- Championing a culture where every team member understands their role in growing the business.

Leadership

Manage Local Operations Supervisors.

Responsibilities include:

- Recruitment

- Onboarding
- Performance management
- Coaching
- Development
- Regular 1:1s
- Objective setting

Guide Management

Own the Guide network across Europe, with the support of the Global Head of Content & Talent

Responsible for:

- Guide scheduling
- Guide availability
- Guide contracts
- Guide invoicing
- Guide development
- Performance feedback

B2B Partnerships

Own all commercial B2B relationships.

Including:

- Hotels
- Corporate clients
- Private bookings
- Strategic partnerships

Responsibilities include:

- Account management
- Client communication
- Pricing
- Renewals
- Growth opportunities

Operational Planning

Plan all market delivery.

Responsible for:

- Annual schedules
- Resource planning
- Venue planning
- Capacity management
- Budget oversight

Continuous Improvement

- Review KPIs
- Identify operational improvements

- Share best practice across markets
- Improve systems and processes
- Support new market launches

Financial Oversight

- Guide invoicing
- Market budgets
- Resource planning
- Cost control
- Operational reporting

Success Measures

- Regional attendance growth.
- Occupancy across B2C classes.
- Growth in local B2B revenue.
- High performing local teams.
- Excellent client satisfaction.
- Operational consistency.
- Strong regional communities.

Reports to: Head of Operations and Partnerships

Manages:

- London Operations Supervisor
- Amsterdam Operations Supervisor