

Job Description

Basic Job Information

Job Title	CUPRA City Garage Manager
Brand/Function	CUPRA
Department	Marketing
Job Grade	D/ D2
Location	Manchester
Role Reports to	Head of Marketing
Direct Reports	0
Budget Accountability	Yes – Determined by director

Job Purpose

The CUPRA City Garage Manager is accountable for the commercial performance, operational delivery, and brand execution of the Manchester City Garage. The role ensures delivery of a high-quality events and activation programme that drives brand awareness, customer engagement, and lead generation.

Responsible for day-to-day operations, budget control, and supplier management, the role ensures a consistently excellent guest experience aligned to CUPRA standards. The postholder will manage key stakeholders and track performance against defined KPIs, ensuring the City Garage delivers against commercial and brand objectives.

Key Areas of Responsibility

- Act as the primary link between the Retailer Investor, CUPRA brand, and appointed hospitality and events partners
- Deliver the commercial success of the City Garage, ensuring the space achieves agreed performance targets
- Create and deliver distinctive, high-quality customer experiences that position the City Garage as a leading destination in Manchester
- Ensure smooth day-to-day operations, including oversight of facilities management to maintain the physical environment
- Oversee and manage appointed hospitality and events agencies, ensuring delivery of a robust and aligned activation plan
- Act as brand guardian, ensuring all activity reflects CUPRA brand standards and engages the local community
- Represent the Manchester City Garage within the global CUPRA network, contributing to international collaboration, best practice sharing, and global event planning
- Leverage strong knowledge of Manchester's cultural landscape to deliver locally relevant and impactful brand activations

Key Activities:

- Define and execute the events calendar, including local activations and national campaign delivery
- Manage supplier relationships, including hospitality and events agencies
- Oversee budget management, including allocation, forecasting, and invoice control

- Set and track lead management KPIs
- Manage facilities contracts in collaboration with network partners
- Monitor and report on commercial performance and KPIs to CUPRA UK and global HQ
- Oversee merchandising, including sales performance and stock control
- Ensure delivery of an excellent and consistent guest experience
- Support wider CUPRA network initiatives, including training and brand events

Compliance Responsibility

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Working Relationships

The CUPRA City Garage Network Partner
Head of Marketing
Head of PR and Communications
Head of Network Sales
Customer Experience and Strategy Manager
Events, Partnerships and Internal Engagement Manager

Skills

- Commercial acumen
- Stakeholder management
- Event and experiential delivery
- Operational management
- Supplier and agency management
- Customer experience focus
- Brand guardianship
- Communication skills
- Project management
- Data and performance management
- Cultural awareness
- Problem-solving and decision-making

Experience

- Proven background in a retail, hospitality, or customer-facing environment at management level
- Background in delivering events and brand activations at scale
- Experience of managing third-party suppliers and agencies
- Exposure to budget accountability, including forecasting and cost control
- Examples of driving commercial performance and achieving targets/KPIs
- Background in managing day-to-day operations within a customer-focused environment
- Exposure to brand-led or experiential marketing environments
- Track record of building and maintaining stakeholder relationships (internal and external)
- Exposure to using data and reporting to track performance and inform decisions
- Strong understanding of local market or cultural landscape relevant to the role

Qualifications

Essential

- Relevant professional qualification in Marketing, Events Management, Business, or a related field
- Relevant vocational qualification or equivalent capability in hospitality, retail, or customer experience

Desirable

- Project management certification (e.g. PRINCE2, Agile)
- Financial or budget management training
- Health and safety certification relevant to events or public-facing environments

Career Pathways

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Version Control

Date	Version No.	Reviewed by	Comments/Action
June 2026	V.1	People Team	Re-Evaluation
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on the intranet and therefore this document is uncontrolled if printed.			