



General Manager

Breton Crafthouse | Downtown Sydney, Nova Scotia

Breton Crafthouse is seeking an experienced and motivated **General Manager** to lead our downtown Sydney operation.

Born from Breton Brewing Co., Breton Crafthouse brings the culture, hospitality and community focus of Breton Brewing into a unique downtown setting. The Crafthouse combines a full-service restaurant featuring elevated brewpub fare and brick-oven pizza, an onsite microbrewery, retail shop, and private event space.

We are looking for a strong hospitality leader who can bring these elements together and take overall responsibility for the operation, performance and continued development of Breton Crafthouse.

The Role

The General Manager is responsible for the overall leadership and day-to-day operation of Breton Crafthouse.

Working closely with the **Executive Chef, Crafthouse supervising team and reporting to Breton Brewing's senior leadership**, the General Manager will oversee the people, systems and financial performance of the business while ensuring a consistently high standard of hospitality.

This is a senior leadership position requiring someone who can balance the demands of a busy hospitality operation with the broader responsibility of developing people, improving systems, managing financial performance and planning for continued growth.

The successful candidate will have the autonomy to lead the operation while having the support and resources of the broader Breton Brewing organization.

Key Responsibilities

Leadership & Team Development

- Provide overall leadership to the Crafthouse team

- Lead, coach and develop managers and supervisors
- Foster a positive, professional and accountable workplace culture
- Oversee recruitment, onboarding, training and employee development
- Establish clear expectations and standards across the operation
- Work closely with the Executive Chef to ensure strong alignment between front-of-house and back-of-house operations
- Identify and develop future leaders within the organization

Operations & Guest Experience

- Oversee of daily Crafthouse of food & beverage and retail operations.
- Maintain high standards for hospitality, food, beverage, cleanliness and overall guest experience
- Ensure operational systems, policies and procedures are consistently followed
- Maintain an active presence throughout the operation and support Crafthouse team members during key service periods. Key service periods include but are not limited to lunch and dinner services.
- Identify opportunities to improve efficiency, service and the overall guest experience
- Ensure compliance with licensing, health and safety, employment and other regulatory requirements

Financial Performance

- Take responsibility for the overall financial performance of Breton Crafthouse
- Develop and manage annual operating budgets in collaboration with senior leadership
- Monitor revenue, labour, food cost, beverage cost and other key operating metrics
- Review financial and operational results and take action where required
- Work with CFO & Operations Manager to develop strong financial and operational controls
- Develop strategies to increase revenue and improve profitability
- Ensure scheduling and staffing levels are appropriate for business volumes

Food & Beverage

- Partner with the Executive Chef on menu development, food quality, pricing and profitability
- Support a strong working relationship between kitchen and front-of-house leadership
- Work with Breton Crafthouse's brewing team to showcase Breton beer and Good News products
- Support the development and promotion of beers produced through the onsite microbrewery
- Work with the marketing team to ensure beverage programming reflects the quality and identity of the Breton & Good News brands

Events, Retail & Business Development

- Oversee the successful operation and continued development of Crafthouse's private event business
- Support the growth of retail sales and other revenue opportunities within the location
- Work with the Breton Brewing marketing team on promotions, events and community initiatives
- Identify new opportunities to increase traffic, sales and engagement
- Build relationships with local organizations, businesses and community partners

The Ideal Candidate

We are looking for an experienced hospitality professional who combines strong operational leadership with sound business judgment.

The successful candidate will ideally have:

- Significant management experience in a restaurant, brewpub, hotel, resort or comparable hospitality environment
- Demonstrated experience leading and developing teams
- Strong understanding of restaurant financials, including labour, COGS, budgeting and profitability
- Experience managing a high-volume operation
- Excellent organizational and problem-solving skills
- Strong communication and interpersonal skills
- The ability to establish standards and hold teams accountable while maintaining a positive workplace culture
- Experience with events, beverage programs or multi-revenue-stream hospitality operations considered an asset
- An appreciation for craft beer, food and the role hospitality businesses play within their communities
- Experience with Toast POS & WISK considered an asset.

What Success Looks Like

The General Manager will be expected to build a strong, sustainable operation that delivers:

- An exceptional and consistent guest experience
- A highly engaged and well-developed team
- Strong collaboration between front-of-house and kitchen operations
- Effective labour and cost management
- Continued revenue growth and improved profitability
- Successful events and community partnerships
- Strong operational systems and accountability
- A workplace culture that reflects the values of Breton Brewing

Most importantly, the General Manager will ensure that as Crafthouse continues to grow and evolve, it remains distinctly **Breton** — welcoming, community-focused, quality-driven and a place where both guests and employees want to be.

What We Offer

- Competitive salary based on experience
- Performance-based incentive opportunity
- Medical & Dental benefits
- Healthy Living Stipend
- Employee Discounts
- Senior leadership responsibility within a growing local company
- Support from an established management and ownership team
- The opportunity to have a meaningful impact on the community through the continued development of Breton Crafthouse

About Breton Crafthouse

Breton Crafthouse represents an extension of what Breton Brewing has built in Cape Breton — bringing together locally brewed beer, quality food, hospitality and community in the heart of downtown Sydney.

With a full-service restaurant, brick-oven pizza, onsite microbrewery, retail shop and private event space, Crafthouse offers a diverse hospitality experience and an exciting opportunity for an experienced General Manager to lead its next stage of growth.

Interested candidates are invited to submit a resume and cover letter outlining their experience and interest in leading Breton Crafthouse to: careers@bretonbrewing.ca

