



Landmark Development Academy

Hospitality Manager

Level: 4

Duration: 12 months

What's in it for me? You will have a high level of responsibility and will be accountable for fulfilling the business vision and objectives which requires excellent business, people and customer relation skills.

Knowledge and Understanding (Know It):

- Understand how to use relevant operating models to help achieve the business vision and objectives of hospitality businesses and how these are used in own area of business
- Understand how to manage finance and minimise costs within hospitality businesses; identify the income streams and cost centres and areas for potential waste or loss within own area of business
- Know the business strategy and its key competitors and how it fits within the wider hospitality industry in which it operates
- Identify the management information available in own area and understand how to use, analyse and act on it to drive business change
- Understand the standard business operating procedures, the services and products and how they are managed and their potential consequences
- Identify peaks and troughs in business levels and understand the factors which influence them e.g. season, weather, cultural and special occasions such as Valentine's Day, New Years
- Determine how to develop contingency plans which allow consistent levels of service in line with business standards and requirements
- Understand how technology supports the delivery of products and services in hospitality businesses
- Understand environmental, legislative and social responsibilities and their impact within hospitality businesses

Skills (Show it)

- Proactively seek and drive activities that support the achievement of the business vision and objectives, improve competitiveness, to meet financial targets
- Monitor and manage income and costs, use forecasting to set realistic targets, evaluate the control of resource allocation, and prepare financial cases for improvement projects
- Develop and effectively communicate own plans and strategy to management team in order to harmoniously work towards achieving business objectives
- Analyse, interpret and evaluate product / service sales and / or productivity data and information and use it to make recommendations for future planning e.g. of staff and resources, ideas for new initiatives; and drive business change
- Implement required operational processes and procedures in line with business standards
- Monitor peaks and troughs in business levels to ensure operational plans allow service standards and resources to be maintained
- Develop and implement contingency plans to ensure resources are in place to provide consistent levels of service required by the business
- Maximise the use of technology and evaluate its effectiveness for achieving the desired results
- Manage and continuously review adherence to legislation

Behaviours (Live it)

- Inspire team members to demonstrate personal drive to achieve the business vision and objectives
- Be financially astute in work activities, visibly discourage waste and act credibly on matters that affect business finance
- Openly share information with colleagues that support business objectives and growth
- Make decisions based on a sound analysis and judgement of available management information
- Actively promote the benefits of working within standard business operating procedures
- Ability to make accurate forecasts based on current and future trends
- Think ahead and demonstrate resourcefulness when developing plans
- Use technology responsibly and take an interest in new developments that could support the business
- Be accountable, advocate and adhere to the importance of working legally in the best interest of all people

Knowledge and Understanding (Know It)

- Know how to identify potential risks to people and the business and how to plan for and minimise the impact
- Understand how to create a people strategy and how to effectively manage recruitment, induction, team development and succession planning in a hospitality business to deliver it
- Know and understand how to consistently communicate and engage with people and teams
- Understand the responsibilities of an employer and the parameters the business works within

Skills (Show it)

- Identify and manage risks through empowering the team
- Carry out talent management planning in line with the people strategy, and develop a culture of continuous development, actively supporting team members to improve and grow within their roles and careers
- Demonstrate effective methods of communication and leadership that achieve the desired results, providing support and coaching to team members to maximise their performance
- Manage people performance and capability, and develop teams in line with operational policy and procedures and support appropriate decision making

Behaviours (Live it)

- Be solution focussed through proactive risk management personally and through others
- Demonstrate commitment to self-improvement, championing a culture of continual development and progression; trying out and reflecting on methods to develop own leadership skills
- Manage team to take a pride in their role through demonstrating a consistently positive and professional approach to communication
- Empower team members whilst providing adequate support to aid their decision making

Knowledge and Understanding (Know It)

- Determine the customer service journey and understand how to meet expectations, taking into account business requirements
- Understand the impact of service failure on hospitality businesses and identify how to develop and implement successful service recovery strategies
- Know how to use customer feedback as a competitive tool in the hospitality industry
- Understand how to identify, support, implement and evaluate hospitality marketing, sales strategies and techniques
- Understand what it means to champion the business and maintain comprehensive product / service, brand and market knowledge

Skills (Show it)

- Monitor customer satisfaction to ensure product / service is delivered according to their profile and business requirements
- Develop and implement service recovery strategies to uphold brand / business reputation and maintain customer satisfaction
- Actively seek, analyse and evaluate customer feedback and take appropriate action to improve quality of service and customer experience
- Maximise the impact of marketing strategies, evaluate and act on feedback
- Manage the targeted promotion of the brand and product / service to customer

Behaviours (Live it)

- Proactively develop and maintain a customer centred culture
- Provide clear direction to team and empower them to implement effective customer service resolutions
- Drive behavioural change through encouraging others to seek and act on feedback
- Personally market the business and industry through creating a culture of passionate enthusiasm to provide customers with the best possible experience, seeking and acting upon feedback
- Drive a strong cultural belief in the brand and product/service

Knowledge and Understanding (Know It)

- Understand the management and leadership styles and skills required in a hospitality business environment
- Understand how to lead the implementation of change in hospitality business and the potential impact on stakeholders
- Understand the ethos of a diverse and inclusive culture that demonstrates social inclusion

Skills (Show it)

- Use a wide range of management and leadership skills appropriate to the business to motivate and inspire others
- Lead change to meet the business objectives and manage the impact of change on stakeholders
- Support team members to carry out work activities that respond to a diverse range of needs

Behaviours (Live it)

- Create a high performance culture
- Pioneer business decisions and promote a positive attitude to change
- Lead by example to promote business and social responsibility and act as a role model to ensure self and team are operating in an empathic, fair and consistently professional manner