



Landmark Development Academy

Hospitality Team Member

Level: 2

Duration: 12 months

What's in it for me? You'll develop your knowledge of the hospitality industry and increase your skills around customer service and communication.

Customer:

Knowledge and Understanding (Know It):

- Recognise customer profiles in hospitality and how customers have different needs
- Understand the importance of meeting, and where possible, exceeding customer expectations in line with the business / brand standards
- Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services and provide value for money

Skills (Show it)

- Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs
- Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations
- Check that customers are satisfied with products and services and act on feedback in line with business procedures

Behaviours (Live it)

- Use own initiative and have confidence in determining customers' needs
- Take an enthusiastic and positive approach to providing excellent customer service
- Take feedback from customers seriously and actively improve own customer service in line with business/brand standards

Business:

Knowledge and Understanding (Know It):

- Know the business vision and values, its main competitors, how it fits into the wider hospitality industry and how own area of work contributes to achieving business targets
- Know how own role can minimise unnecessary financial loss to the business
- Understand how personal discipline in approach to work, for example time keeping, attendance, personal appearance, personal presentation and conduct can all have an impact on the business/ brand reputation
- Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs
- Know how the business aims to increase its market share and compete against its main competitors, for example its unique selling points, promotions and marketing campaigns

Skills (Show it)

- Perform activities to positively promote business / brand standards and identify opportunities to increase sales and achieve customer loyalty
- Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss
- Prepare and organise own work for example promptly arriving for shifts, communicating information at team meetings / briefings, following business / brand guidelines and procedures, meeting agreed deadlines
- Clearly communicate relevant and useful information on products and services based on a clear understanding of customers' needs
- Actively promote the unique selling points of the business and special offers available and promotions to customers

Behaviours (Live it)

- Proactively support the reputation of the business and be aware of how it compares with its competitors
- Carry out activities with consideration of their cost and value
- Organise own work and have the confidence to ask for guidance, fully participate in performance reviews and training and act on feedback relating to personal performance
- Confidently demonstrate a belief in the products / services the business offers
- Keep up to date with how the business positions itself within the wider hospitality industry

People:

Knowledge and Understanding (Know It)

- Understand the importance of using appropriate methods of communication that are suitable for different situations and individuals' needs in a variety of hospitality contexts
- Know how to support and influence the team positively, recognising how team members are dependent on each other to meet business objectives
- Understand how to work with people from a wide range of backgrounds and cultures

Skills (Show it)

- Communicate accurately and effectively with others in line with the business culture to achieve the best result according to the situation
- Support team members to ensure that the products and services delivered are of a high quality, on time and meet customer expectations in line with business needs
- Put people at ease in all matters, adapt products and services as necessary, helping them to feel welcome and supported and provide them with information that is relevant to their needs

Behaviours (Live it)

- Take a friendly and outgoing approach and enjoy talking and interacting with others, and communicating according to the business / brand standard
- Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team
- Operate in a fair and professional manner

First Line Supervision:

Knowledge and Understanding (Know It)

- Understand how to support the supervision of team members for example new and junior employees to assist line manager

Skills (Show it)

- Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained

Behaviours (Live it)

- Demonstrate the ability and confidence to deputise for the line manager when necessary

Food production:

Knowledge and Understanding (Know It)

- Know how to perform basic food processing tasks such as preparation, cooking and regeneration of food in line with business / brand specifications and identify how to follow kitchen procedures to maintain food safety and quality. Know how to maintain excellent standards of hygiene and how to use equipment correctly and store food safely

Skills (Show it)

- Perform basic cleaning, washing up, food processing, preparation, regeneration and cooking tasks following line with the kitchen procedures and maintain food safety and quality (basic food processing and preparation includes for example sandwiches, bar snacks, light bites, compiling desserts, toasted items)

Behaviours (Live it)

- Demonstrate high personal hygiene standards and clean workstation ethic at all times