

# Hospitality Manager

Hospitality managers work across a huge variety of organisations including bars, restaurants, cafés, conference centres, banqueting venues, hotels and contract caterers. These managers generally specialise in a particular area, however their core knowledge, skills and behaviours are aligned.

Common to all managers in this role is their passion for exceeding customers' expectations. Hospitality managers have a high level of responsibility and are accountable for fulfilling the business vision and objectives which requires excellent business, people and customer relation skills. Individuals in this role are highly motivated team leaders that combine a talent for management and specific industry skills and thrive on the customer facing nature of the role.

Candidates will cover these areas on their course:

## Knowledge, Skills, Behaviours

**Customers; Business; People; Leadership**

Then select one specialist area to suit their job role:

**Food and Beverage Manager;** manages delivery of business standards in range of settings including bars, restaurants, cafés, conference centres, banqueting venues, hotels and contract caterers.

**Housekeeping Manager;** manages delivery of business standards for the presentation of overnight accommodation including hotels, hostels, serviced apartments and conference venues, making sure that they are clean, fresh and tidy in public areas and guest accommodation.

**Front Office Manager;** manages delivery of business standards for the reception function and, where relevant the nights' team and porters, reservations for example in hotels and conference venues.

**Revenue Manager;** devises and implements strategies that aim to optimise revenue across the business, for example rooms, conference and events and food and beverage.

**Conference and Events Manager;** manages delivery of functions such as business conferences, conventions, banquets or weddings. Requires meticulous coordination liaising with multiple departments across the business to meet a variety of different customer needs and expectations.

**Hospitality Outlet Manager;** manages the operations of a hospitality retail outlet, such as quick service restaurants, branded coffee or sandwich shops. Often in a fast paced environment with focus on meeting customers' expectations of efficiency and consistency for products and service received.

**Kitchen Manager (Head Chef);** takes responsibility for the delivery of consistent levels of food preparation, cooking and service, typically in high volume and often fast paced or complex production catering kitchens. High levels of financial accountability, adherence to strict procurement, stock management and food safety requirements provide a challenging environment which needs to be managed with a considerable amount of expertise.

**Multi-functional Manager;** in some organisations the manager covers different operational functions, applying their skills, knowledge and behaviours in different contexts. They have substantial accountability and responsibility for meeting objectives with their team and must balance priorities across each of the functions they are given responsibility for. E.g. a manager may be required to oversee restaurant service, banqueting and conferences on the same day.

Funding cap

**£6,000**

Average duration

**18 months**

**Level 4**

A Level equivalent

Qualifications

**None specified**

Professional Accreditation

**n/a**

## Assessment

- Multiple choice test
- Business project
- Professional discussion
- Grading (pass, distinction)



For further information, contact CQM  
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