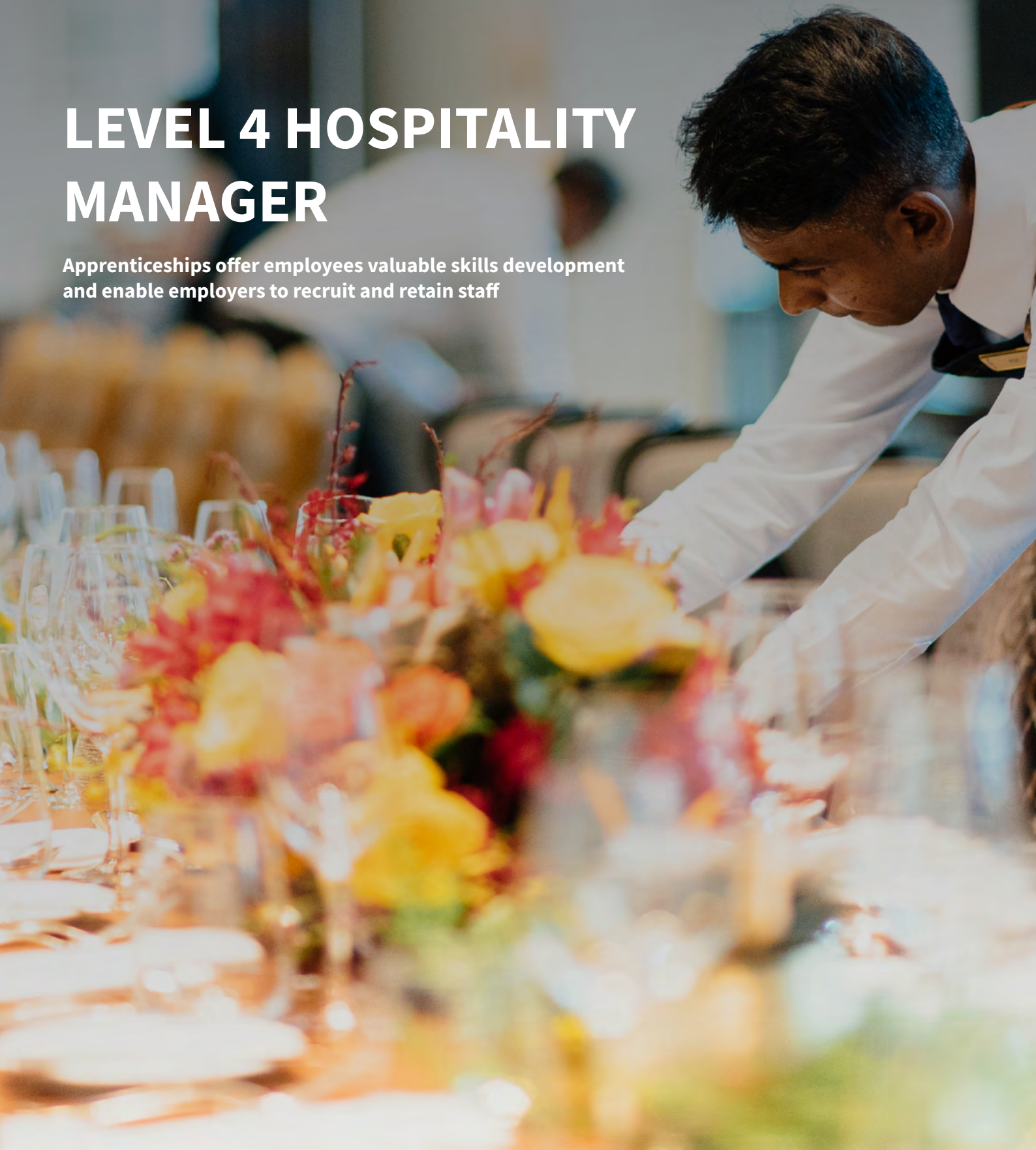


# LEVEL 4 HOSPITALITY MANAGER

Apprenticeships offer employees valuable skills development and enable employers to recruit and retain staff



## Why STS?

- Operating nationally, our **experienced team** offers **high quality training** ensuring an apprentice attains the specific knowledge, skills & behaviours required to succeed in the role.
- Our apprenticeships **are tailor-made, and we really mean it**. Every aspect of delivery is unique, we cater specifically to the agile needs of each organisation to ensure objectives are met.
- We take the time to get to know business needs so that **we can incorporate individual culture, vision and values into activities** to ensure each apprenticeship fits in seamlessly.

## Learning Modes

### **1-2-1 teaching and observations;**

A training specialist will coach, teach, and support apprentices at the workplace on a one-to-one basis, visiting at regular and agreed intervals.

### **Tutorials;**

Apprentices will be offered regular 1-2-1 tutorial time remotely with their specialist trainer.

### **E-learning;**

We provide an e-learning platform with work and activities for apprentices to complete.

## Apprentice Entry Requirements

- Applicants must demonstrate a keen interest in hospitality as a career choice
- GCSE Grade 2 in English and Maths
  - \*Learners must achieve a minimum of Functional Skills L2 (GCSE grade 4 equivalent) before completion of the apprenticeship with support from STS and their employer
- You are employed in a managerial role



## Modules

- Health and Safety
- Safeguarding
- Prevent
- Technology used in Hospitality
- Laws and legislation
- Budgets and finance
- Leadership styles
- Forecasting peaks and troughs in the industry
- Staffing and recruitment
- Teamwork
- Sustainable working methods, dealing with waste, reducing your carbon footprint and packaging
- The safe use of equipment

## Experiential Learning

All apprentices could attend a residential (overnight stay) at Skern Lodge in Bideford, North Devon, or at one of our 11 training centres across the UK.

- This experience provides added value to each apprentice's learning and is an opportunity to build confidence while undertaking exciting and learning-focused activities.
- Residential activities are designed to address the individual learning needs of apprentices, as a result real personal growth can be achieved.

## Typical duration; 12-18 Months

Levy paying employers have no additional costs to fund apprenticeships. Non-Levy paying employers pay just 0-5% of the cost, depending on the organisation's size.



## Occupation Duties

STS and employers work in partnership to ensure apprentices attain the knowledge, skills, and behaviours required to effectively carry out their role.

	Knowledge	Skills	Behaviours
Business	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	Proactively seek and drive activities that support the achievement of the business vision and objectives, improve competitiveness, to meet financial targets	Inspire team members to demonstrate personal drive to achieve the business vision and objectives
	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	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	Be financially astute in work activities, visibly discourage waste and act credibly on matters that affect business finance
	Know the business strategy and its key competitors and how it fits within the wider hospitality industry in which it operates	Develop and effectively communicate own plans and strategy to management team to harmoniously work towards achieving business objectives	Openly share information with colleagues that support business objectives and growth
	Identify the management information available in own area and understand how to use, analyse, and act on it to drive business change	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	Make decisions based on a sound analysis and judgement of available management information
	Understand the standard business operating procedures, the services and products and how they are managed and their potential consequences	Implement required operational processes and procedures in line with business standards	Actively promote the benefits of working within standard business operating procedures
	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	Monitor peaks and troughs in business levels to ensure operational plans allow service standards and resources to be maintained	Ability to make accurate forecasts based on current and future trends
	Determine how to develop contingency plans which allow consistent levels of service in line with business standards and requirements	Develop and implement contingency plans to ensure resources are in place to provide consistent levels of service required by the business	Think ahead and demonstrate resourcefulness when developing plans
	Understand how technology supports the delivery of products and services in hospitality businesses	Maximise the use of technology and evaluate its effectiveness for achieving the desired results	Use technology responsibly and take an interest in new developments that could support the business
	Understand environmental, legislative and social responsibilities and their impact within hospitality businesses	Manage and continuously review adherence to legislation	Be accountable, advocate and adhere to the importance of working legally in the best interest of all people

	Knowledge	Skills	Behaviours
People	Know how to identify potential risks to people and the business and how to plan for and minimise the impact	Identify and manage risks through empowering the team	Be solution focussed through proactive risk management personally and through others
	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	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 commitment to self-improvement, championing a culture of continual development and progression; trying out and reflecting on methods to develop own leadership skills
	Know and understand how to consistently communicate and engage with people and teams	Demonstrate effective methods of communication and leadership that achieve the desired results, providing support and coaching to team members to maximise their performance	Manage team to take a pride in their role through demonstrating a consistently positive and professional approach to communication
	Understand the responsibilities of an employer and the parameters the business works within	Manage people performance and capability, and develop teams in line with operational policy and procedures and support appropriate decision making	Empower team members whilst providing adequate support to aid their decision making
Customers	Determine the customer service journey and understand how to meet expectations, taking into account business requirements	Monitor customer satisfaction to ensure product / service is delivered according to their profile and business requirements	Proactively develop and maintain a customer centred culture
	Understand the impact of service failure on hospitality businesses and identify how to develop and implement successful service recovery strategies	Develop and implement service recovery strategies to uphold brand / business reputation and maintain customer satisfaction	Provide clear direction to team and empower them to implement effective customer service resolutions
	Know how to use customer feedback as a competitive tool in the hospitality industry	Actively seek, analyse and evaluate customer feedback and take appropriate action to improve quality of service and customer experience	Drive behavioural change through encouraging others to seek and act on feedback
	Understand how to identify, support, implement and evaluate hospitality marketing, sales strategies and techniques	Maximise the impact of marketing strategies, evaluate 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
	Understand what it means to champion the business and maintain comprehensive product / service, brand and market knowledge	Manage the targeted promotion of the brand and product / service to customers	Drive a strong cultural belief in the brand and product / service
Leadership	Understand the management and leadership styles and skills required in a hospitality business environment	Use a wide range of management and leadership skills appropriate to the business to motivate and inspire others	Create a high performance culture
	Understand how to lead the implementation of change in hospitality business and the potential impact on stakeholders	Lead change to meet the business objectives and manage the impact of change on stakeholders	Pioneer business decisions and promote a positive attitude to change
	Understand the ethos of a diverse and inclusive culture that demonstrates social inclusion	Support team members to carry out work activities that respond to a diverse range of needs	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



## Contact us

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