

HOSPITALITY SUPERVISOR

Reference Number: ST0230

Details of standard

Hospitality supervisors work across a wide variety of businesses including bars, restaurants, cafés, conference centres, banqueting venues, hotels or contract caterers. They provide vital support to management teams and are capable of independently supervising hospitality services and running shifts. They typically work under pressure delivering fantastic customer service and motivating a team is essential to their role. The majority of supervisors' skills and knowledge are the same but supervisors may specialise in specific functions or work across a variety of functions which reflect the multi-functional nature of the industry.

Description of specialist supervisory functions

Food and beverage Supervisor

Food and Beverage supervisors maintain standards in a range of settings from pubs, clubs and bars, restaurants, cafés, conference centres, banqueting venues, hotels restaurants and contract caterers. Their work can involve coordinating a range of dining experiences and styles and adapting to the ever increasing diversity in both food and beverage menus.

Bar supervisor

Bar supervisors typically work in pubs, nightclubs, hotels, restaurants and resorts to oversee the effective running of the bar, ensuring customer satisfaction by maintaining an exceptional standard of delivery and professionalism whilst achieving profitability in line with budget. This role often comes with irregular hours and bar supervisors need to be able to be on their feet for extended periods of time.

Housekeeping supervisor

Housekeeping supervisors maintain the presentation of establishments such as hotel and other overnight accommodation including hostel, serviced apartments and conference venues. Supervisors in this role for example, coordinate the work of cleaners, laundry services and room attendants to ensure customers' experience is in line with the business standards.

Concierge supervisor

Concierge supervisors maintain the porter service in hotels and serviced facilities, making sure that customer requirements including leisure activities, local knowledge, travel, parking and luggage storage are met. They also play a key role in protecting the security and safety of customers.

Front office supervisor

Front office supervisors coordinate the reception function and, where relevant, reservations for example in hotels, holiday resorts and conference venues. Central to many operations, the front office supervisor is responsible for ensuring that customers' arrival, time at the establishment and departure is delivered according to an establishments standards and meets the customer expectations.

Events supervisor

Events supervisors coordinate a variety of functions that take place at a venue, for example a business conference, convention, banquet or wedding. The role requires meticulous coordination to ensure, often multiple, event plans are fulfilled and the customer has a positive experience.

Hospitality outlet supervisor

Hospitality outlet supervisors support the manager in the day to day business operations of a retail outlet, such as quick service restaurants, branded coffee or sandwich shops. The role is often in a fast paced environment with the focus on meeting customers' expectations of efficiency and consistency for both the products and service they receive.

Business

Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Understand own role in motivating the team to work according to the business vision and values and to achieve business targets, always focussing on the importance of providing the best service for customers	Contribute to and monitor operational procedures, working practices and team performance and make recommendations for business improvements	Demonstrate a personal drive to achieve the business values, vision and objectives
Understand the financial operations of hospitality businesses and know how to source and use financial information relating to own area of work	Operate within budget, exercising strict resource control and minimising wastage, using appropriate techniques to manage and control costs	Operate astutely and credibly on all matters that affect business finance
Understand how own business area interacts with others and the organisation as a whole	Supervise the delivery of a quality service that supports the department in achieving overall business objectives	Operate with a quality focus to achieve the best for the business
Know the standard business operating procedures	Monitor the team to ensure they follow processes and procedures in line with business / brand standards at all times	Positively support the benefits of working within standard business operating procedures
Understand how to identify, plan for and minimise risks to the business and service	Identify and isolate matters of concern, establish the cause and intervene accordingly to minimise disruption to the service and risk to people	Be solution focussed and remain calm under pressure, adopting a constructive attitude to dealing with problems and driving a positive outcome
Understand how a variety of technologies support the delivery of hospitality products and services	Use available technology effectively in all work activities and performance	Champion the responsible use of technology
People		

Understand how to effectively organise and coordinate a team to provide required levels of service to meet customer demand	Plan, resource and organise the team to meet expected levels of customer demand within business constraints	Contribute to the review process, being aware of the individual needs of the team
Understand how to work with hospitality team members to achieve targets and support business objectives	Set realistic but challenging objectives with the team and work continuously to accomplish the best results	Encourage team to demonstrate personal pride in their role through a consistently positive and professional approach
Know how to select the best methods of communication to motivate and support team members in a hospitality environment	Demonstrate effective methods of communication that achieve the desired results, taking action to correct poor communication within the team	Strive to continuously improve the effectiveness of personal communications
Identify the knowledge and skills required of hospitality teams; know how own team fits within the wider business and how to maximise team members' potential to drive the best results for the business	Actively support team members to maximise potential in their role and identify opportunities for development	Encourage team members to see the importance of their role within the wider business and opportunities for development
Customers		
Understand the importance of customer profiles, how to build them and understand how this enables the business to meet their needs profitably and in line with business / brand standards	Coordinate the team to deliver to customers according to their needs in line with business / brand standards, enhancing their experience where appropriate	Proactively encourage a customer centric culture
Know the marketing and sales activities of the business and how to support them to achieve the desired outcome	Implement sales and marketing strategies in own area, ensuring team are fully supported to deliver them. Make suggestions for future	Be proactive in supporting sales and marketing activities

	sales and marketing activities within area of responsibility	
Understand the requirements of the product and brand standards of the business	Implement sales and marketing strategies in own area, ensuring team are fully supported to deliver them. Make suggestions for future sales and marketing activities within area of responsibility	Demonstrate a belief in the brand and product the business offers
Leadership		
Identify the different leadership styles and supervisory management skills which are effective in hospitality businesses	Use leadership styles and supervisory management skills appropriate to the business and situation	Lead by example to maximise performance
Understand how to work fairly with individuals that have diverse needs	Ensure team members are aware of and follow policy relating to diversity	Act as a role model operating in an empathic, fair and consistent professional manner

Specialist

Hospitality supervisors must select one of the following operational areas in line with their specialist function

Food and Beverage Supervisor

Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
<p>Understand the basic principles of menu design, layout and presentation; know the specifications of menu items, how to match food and beverages and how to keep up to date with trends in food and beverages</p> <p>Know how to keep up to date, source information and brief the team on service requirements, special requests that will impact on service, promotions and details on specials, dish content and beverage product features</p>	<p>Ensure menus and promotional materials are up to date and presented accurately to the customer by the team in line with business / brand standards and customer needs. Brief team on menu items and ensure customers are provided with helpful information and recommendations on food and beverages</p> <p>Prepare food and beverage service areas in good time ensuring all resources are available and ready for use; ensure team provide efficient, accurate and effective service in line with service style meeting customer needs and business / brand standards.</p>	<p>Demonstrate passion for high quality food and drink products and service</p>
<p>Bar supervisor</p> <p>Understand how to keep bar operations running smoothly and deal with any customer concerns, identifying where potential conflict could occur, in accordance with the law</p> <p>Recognise the importance of monitoring cellar and beverage storage procedures to optimise beverage quality in line with business requirements; know how to monitor stock rotation and levels of demand to ensure sufficient stocks are available for service</p>	<p>Coordinate an effective bar service, ensuring licensing laws are adhered to at all times, customer issues are dealt with and potential conflict minimised</p> <p>Maintain and monitor the cellar and beverage storage and cellar/wine dispense</p>	<p>Take a responsible approach to selling licensed products, and deal with conflict calmly and safely</p>

House Keeping supervisor

Know how to allocate tasks and timescales on a daily basis to ensure areas are cleaned in line with business requirements ; know how to ensure team follows procedures for responsible use of cleaning materials and equipment in line with business requirements

Understand how to monitor standards and identify, prioritise and deal with maintenance, repairs and refurbishment issues

Coordinate team and allocate tasks on a daily basis to ensure positive presentation and image of the business within allocated timescales ensuring business / brand standards are maintained

Monitor standards of cleanliness and identify maintenance, repairs and refurbishment requirements, communicating them to the relevant person

Set examples of cleanliness and presentation, and have the confidence to deal with issues effectively and promptly

Concierge Supervisor

Know how to collect and keep up to date information on local services and know how to communicate these to customers in a way they are understood e.g. places of interest, travel options, places to eat and drink Identify how to maintain secure storage systems for customers and recognise their importance to upholding customer confidence and business reputation

Identify the porter and parking / valet and transport services offered by the business and know how to communicate relevant available options clearly to customers

Maintain information on expected customer requirements including local services and travel options. Efficiently source information not readily available when needed, regularly review sources and develop effective networks

Maintain a secure system for the storage of customers' luggage and other personal items

Coordinate the porter service and parking / valet and transport services offered by the business

Actively keep knowledge up to date to be able to give customers useful and up to date information which enhances their stay

Front office supervisor

Understand how to implement, and the importance of, check-in, check-out and reservation procedures to ensure they are efficient and reliable for customers

Identify the standards of personal presentation, recognise their importance to positive customer first impression and know how to ensure team uphold them

Know how to source information, keep up to date with and brief team on customer requirements; understand how to implement and the importance of procedures to maintain customer confidentiality in line with legislation and business requirements

Coordinate efficient check-in, check-out and the reservation procedures if applicable in own role

Motivate the team to present a professional image at all times as the first point of call for most customers

Coordinate customer requirements, providing accurate information and maintaining customer confidentiality at all times

Demonstrate consistently high standards of personal presentation

Events Supervisor

Identify the information required and know how to source, evaluate and use it to plan events which meet customer and business requirements

Understand how to develop and implement an event agreement to meet customer needs during the event

Understand the budget requirements for the event and know how to ensure these are adhered to and accurate records kept

Support event planning and coordinate events in line with customer requirements, communicating appropriately with a variety of organisations such as suppliers and exhibitors

Act as the main point of contact for customers during the event to ensure their requirements are met according to the event agreement

Maintain a record of expenses and adhere to the budget set by the customer

Is highly organised and proactive, anticipating and solving problems quickly to ensure stakeholder satisfaction

Hospitality Outlet Supervisor

Identify the correct levels of stock and consumable items to ensure sufficient for customer demand	Coordinate operations to ensure equipment and display areas are stocked and presentable	Demonstrate commercial awareness
Understand the importance of opening, monitoring and closing procedures to the efficient running of the outlet	Open, monitor and close the outlet following business procedures	
Understand how to maintain effective displays and recognise their importance on sales and brand / business reputation	Maintain the brand and business standard at all times, identifying possible areas for improvement	

Entry

Employers will set their own entry requirements, but it is expected that the individual would have worked with an operational role within the industry to start on this apprenticeship standard.

Duration

The minimum duration for this apprenticeship is 12 months.

Progression

Progression from this apprenticeship could be into a hospitality management position.

Level

This apprenticeship standard is set at level 3.

Renewal

March 2018, unless there is evidence of significant industry change which employers agree warrants earlier amendment

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Version log

VERSION	CHANGE DETAIL	EARLIEST START DATE	LATEST START DATE	LATEST END DATE
1.1	The funding band for this standard has been reviewed as part of the apprenticeship funding band review. The new funding band is £4000	01/07/2019	Not set	Not set
1.0	Retired	07/09/2016	30/06/2019	Not set