

# Employer Occupational Brief

A guide to apprenticeship training and on-programme assessment



**Hospitality Team Member**

**October 2016**

## Overview of the job role

A hospitality team member can work in a range of establishments, for example bars, restaurants, cafés, conference centres, banqueting venues, hotels or contract caterers. The role is very varied and although hospitality team members tend to specialise in an area, they have to be adaptable and ready to support team members across the business, for example during busy periods. Specialist areas in hospitality include food and beverage service, serving alcoholic beverages, barista, food preparation, housekeeping, concierge and guest services, reception, reservations and conference and banqueting. The most important part of the role is developing fantastic 'hospitality' skills and knowledge such as recognising customer needs, knowing how to match them to the products and services of the business and working as part of a team to ensure that every customer, whether they are eating in a restaurant, drinking cocktails in a bar, ordering room service in a hotel or attending a business conference feels welcomed and looked after.

This employer occupational brief is designed to bring context and expand upon the standard to assist employers and education and training providers to develop the 'on-programme' elements of an apprenticeship. It should be read in conjunction with the assessment plan to ensure full coverage of the requirements is incorporated into the learning and development phase. The statements below are designed to guide and provide examples in a general environment, additional contextualisation will often be necessary to ensure brand / organisational standards are being met.

**The detail behind the standard:**

	<b>Knowledge 'Know it'</b>	<b>Skills 'Show it'</b>	<b>Behaviours 'Live it'</b>
<b>Customer (1)</b>	<p><b>Recognise customer profiles in hospitality and how customers have different needs</b></p> <ul style="list-style-type: none"> <li>• Know the type of customer that the organisation serves (e.g. family, leisure, business, single traveller, religious needs)</li> <li>• Know the different needs of customer types across hospitality businesses (e.g. leisure guest in a hotel may want relaxation whereas in a city centre the guests may want tourist information)</li> <li>• Know how the organisation's products and services meet different needs</li> </ul>	<p><b>Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs</b></p> <ul style="list-style-type: none"> <li>• Use effective verbal, non-verbal (including written) and vocal methods of communication</li> <li>• Use clear speech, eye contact and positive body language</li> <li>• Demonstrate two way communication and listening skills</li> <li>• Establish needs through questioning and confirm understanding of needs</li> </ul>	<p><b>Use own initiative and have confidence in determining customers' needs</b></p> <ul style="list-style-type: none"> <li>• Act on information given or found</li> <li>• Use initiative to offer a solution, or an alternative solution where the need cannot be met in the first instance</li> <li>• Look for opportunities to exceed expectations</li> <li>• Be confident when communicating with customers and make effective decisions</li> </ul>
<b>Customer (2)</b>	<p><b>Understand the importance of meeting, and where possible, exceeding customer expectations in line with the business / brand standards</b></p> <ul style="list-style-type: none"> <li>• Know business / brand standards, why they are implemented and why consistency and compliance is important</li> </ul>	<p><b>Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations</b></p> <ul style="list-style-type: none"> <li>• Provide evidence of consistently delivering customer service in line with business / brand standards</li> </ul>	<p><b>Take an enthusiastic and positive approach to providing excellent customer service</b></p> <ul style="list-style-type: none"> <li>• Judge the level of enthusiasm and engagement needed for each customer</li> </ul>

	<ul style="list-style-type: none"> <li>• Know how to exceed expectations within the framework of business / brand standards</li> <li>• Provide examples of the difference between meeting and exceeding customer needs</li> <li>• Explain the impact on customer and the organisation of meeting and exceeding customer needs</li> <li>• Know the characteristics of excellent customer service (attitude, behaviour, quality of service, knowledge, timing, value, problem solving).</li> <li>• Recognise benefits such as increased spend; repeat business; loyalty; feedback - word of mouth.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide evidence of exceeding customer expectations</li> <li>• Deliver excellent customer service to customers with different needs</li> <li>• Deliver excellent customer service to repeat customers</li> <li>• Deliver excellent customer service to customers new customers</li> </ul>	<ul style="list-style-type: none"> <li>• Adapt customer service to meet the needs of individual customers</li> <li>• Be proactive in suggestions for customer service</li> <li>• Be aware of the impact of own behaviour on customer experience</li> </ul>
<b>Customer (3)</b>	<p><b>Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services and provide value for money</b></p> <ul style="list-style-type: none"> <li>• Recognise the specific processes adopted by the individual organisation for obtaining and recording feedback</li> </ul>	<p><b>Check that customers are satisfied with products and services and act on feedback in line with business procedures</b></p> <ul style="list-style-type: none"> <li>• Proactively request customer feedback personally and via sources such as social media.</li> </ul>	<p><b>Take feedback from customers seriously and actively improve own customer service in line with business / brand standards</b></p> <ul style="list-style-type: none"> <li>• Recognising opportunities for improvement</li> </ul>

	<ul style="list-style-type: none"> <li>• Identify the procedures in place to respond to feedback within the organisation either face to face or social media</li> <li>• Understanding own responsibility in responding to feedback</li> <li>• Know the limitations of what can be offered to the customer</li> <li>• Know what type of actions can make customer problems worse</li> <li>• Know ways of keeping the customer informed</li> <li>• Recognise the commonly used customer feedback platforms/outlets</li> </ul>	<ul style="list-style-type: none"> <li>• Respond to customer feedback accordingly in the context of the job role.</li> <li>• Use questioning, listening, conversational and observational skills effectively</li> <li>• Share feedback with colleagues/line manager as necessary or required</li> <li>• Provide suggestions for improvement on products and services in response to feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Implementing personal development change to respond to delivery gap</li> <li>• Identify the improvement made to self and service delivery as a result of customer feedback.</li> </ul>
<b>Business (1)</b>	<p><b>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</b></p> <ul style="list-style-type: none"> <li>• Recognise the different organisations within the hospitality industry by their product and service</li> <li>• Understand how an organisation applies its values and vision through its staff and procedures</li> </ul>	<p><b>Perform activities to positively promote business / brand standards and identify opportunities to increase sales and achieve customer loyalty</b></p> <ul style="list-style-type: none"> <li>• Actively deliver according to the business / brand standards</li> <li>• Identify appropriate timing and opportunity for upselling</li> </ul>	<p><b>Proactively support the reputation of the business and be aware of how it compares with its competitors</b></p> <ul style="list-style-type: none"> <li>• Has an awareness of the impact that inappropriate discussions and behaviours, both on and off site, can have on the business</li> <li>• Has an awareness of how the organisation is viewed in comparison to a competitor</li> </ul>

	<ul style="list-style-type: none"> <li>• Understand the positioning of the organisation in the market and what differentiates them to their competitors locally, nationally or internationally</li> <li>• Understand the importance of reputation and impact on the business</li> <li>• Explain and understand how own role contributes to achieving business targets</li> </ul>		
<b>Business (2)</b>	<p><b>Know how own role can minimise unnecessary financial loss to the business</b></p> <ul style="list-style-type: none"> <li>• Understand the waste procedures and own responsibility to maintain procedures.</li> <li>• State and explain the cost saving measures in the workplace</li> <li>• Understands safe systems of work and security measures</li> <li>• Explain different payment types and transactions</li> </ul>	<p><b>Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss</b></p> <ul style="list-style-type: none"> <li>• Adhere to standard procedures when handling payments and completing transactions</li> <li>• Maintain stock and packaging procedures, including damage reporting</li> <li>• Uses resources effectively</li> <li>• Follows safe systems of work and security measures in terms of buildings, equipment, customers and own possessions.</li> </ul>	<p><b>Carry out activities with consideration of their cost and value</b></p> <ul style="list-style-type: none"> <li>• Demonstrate awareness of cost implications and the impact of behaviour on value output</li> <li>• Display honesty and integrity at all times</li> <li>• Act with care and attention and be vigilant and alert with regard to payments and stock</li> </ul>
<b>Business (3)</b>	<p><b>Understand how personal discipline in approach to work, for example time-</b></p>	<p><b>Prepare and organise own work for example promptly arriving for</b></p>	<p><b>Organise own work and have the confidence to ask for guidance,</b></p>

	<p><b>keeping, attendance, personal appearance, personal presentation and conduct can all have an impact on the business/ brand reputation</b></p> <ul style="list-style-type: none"> <li>• Understand the impact of the organisation's standards in relation to work ethics and expectations</li> <li>• Understand the relevant standards of conduct according to the organisation</li> <li>• Understand personal discipline skills required in maintaining work standards</li> <li>• Understand the need for deadlines and how they impact the business if not met</li> </ul>	<p><b>shifts, communicating information at team meetings / briefings, following business / brand guidelines and procedures, meeting agreed deadlines</b></p> <ul style="list-style-type: none"> <li>• Demonstrate ability to take responsibility for self and work requirements</li> <li>• Work within required standards and procedures</li> <li>• Maintain organisational standards</li> <li>• Demonstrate the ability to meet deadlines</li> </ul>	<p><b>fully participate in performance reviews and training and act on feedback relating to personal performance</b></p> <ul style="list-style-type: none"> <li>• Prepare for reviews and understand the importance of training interventions to develop performance.</li> <li>• Capture and respond to feedback</li> </ul>
<b>Business (4)</b>	<p><b>Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs</b></p> <ul style="list-style-type: none"> <li>• Understand the local products and service and who they are appropriate to.</li> </ul>	<p><b>Clearly communicate relevant and useful information on products and services based on a clear understanding of customers' needs</b></p> <ul style="list-style-type: none"> <li>• Communicate relevant and useful information to different customers' depending on their individual needs</li> </ul>	<p><b>Confidently demonstrate a belief in the products / services the business offers</b></p> <ul style="list-style-type: none"> <li>• Have an awareness of alternative choices to offer customers</li> <li>• Provide customers with a wide range of goods and services</li> </ul>

	<ul style="list-style-type: none"> <li>• Explain the provenance of products where applicable</li> </ul>	<ul style="list-style-type: none"> <li>• Inform customers of prices and special offers as well as provenance of products where necessary</li> <li>• Demonstrate effective questioning skills</li> </ul>	<ul style="list-style-type: none"> <li>• Be able to answer questions on products and services or know where to find the information</li> </ul>
<b>Business (5)</b>	<p><b>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</b></p> <ul style="list-style-type: none"> <li>• Understand how an organisation would aim to increase their market share</li> <li>• Explain the term USP</li> <li>• State the organisations USP and how these are shared with staff to promote the business</li> </ul>	<p><b>Actively promote the unique selling points of the business and special offers available and promotions to customers</b></p> <ul style="list-style-type: none"> <li>• Promote the business's USP's, special offers and current promotions to customers</li> <li>• Upskill where possible and appropriate</li> </ul>	<p><b>Keep up to date with how the business positions itself within the wider hospitality industry</b></p> <ul style="list-style-type: none"> <li>• Keep up to date with trends and the changing industry by trade publications in your workplace, social media, your competitors and internal and external colleagues.</li> </ul>
<b>Business (6)</b>	<p><b>Understand how the use of technology can enhance customer service and productivity in hospitality businesses</b></p> <ul style="list-style-type: none"> <li>• Explain how technology enhances a customer's experience and improves the efficiency of the business</li> </ul>	<p><b>Use technology appropriately and efficiently in line with company policy in a way that supports customer service and ensure that faults and maintenance issues are reported promptly</b></p>	<p><b>Use technology responsibly and take an interest in new developments that relate to own job role</b></p> <ul style="list-style-type: none"> <li>• Have an awareness of changes in technology to enhance customer</li> </ul>

		<ul style="list-style-type: none"> <li>• In own job role utilise the technology available effectively and within organisational standards</li> <li>• Understand the fault reporting procedure and when to apply</li> <li>• Follow guidelines for updating and checking technology within own job role</li> </ul>	<p>experience and organisational effectiveness</p> <ul style="list-style-type: none"> <li>• Respond positively to changes at all times</li> </ul>
<b>Business (7)</b>	<p><b>Recognise and understand legislative responsibilities relating to the business and the products and / or services it offers</b></p> <ul style="list-style-type: none"> <li>• Understand the current legislative requirements and responsibilities that relate to the products and services of the business including: Trades Description Act Food Safety Act Consumer Rights Legislation Health &amp; Safety at Work Act Licensing (where applicable)</li> </ul>	<p><b>Comply with legal requirements to avoid risks, minimise disruption to the business and to maintain the safety and security of people at all times</b></p> <ul style="list-style-type: none"> <li>• Demonstrate the ability to comply within legislative guidelines</li> <li>• Demonstrate the ability to maintain personal and other team members safety</li> </ul>	<p><b>Work with integrity in a safe, honest and trustworthy manner putting personal safety and that of others first</b></p> <ul style="list-style-type: none"> <li>• Display self-management skills of integrity</li> <li>• Be vigilant of safety of self and others at all times</li> </ul>

<p><b>Business (8)</b></p>	<p><b>Know how the activities in hospitality businesses can have a negative effect on the environment</b></p> <ul style="list-style-type: none"> <li>• Understand current environmental issues within hospitality</li> <li>• Explain how the level of environmental responsibility can benefit the business</li> </ul>	<p><b>Work in a way that minimises negative effects on the environment for example by managing wastage in line with business procedures</b></p> <ul style="list-style-type: none"> <li>• Demonstrate working responsibly within your workplace environmental guidelines</li> <li>• Follow all recycling guidelines</li> </ul>	<p><b>Demonstrate personal commitment to minimising the negative affect on the environment caused by work activities</b></p> <ul style="list-style-type: none"> <li>• Have an awareness of current environmental issues</li> <li>• Suggest ways to further minimise the negative effect on the environment caused by work activities</li> <li>• Encourage colleagues to follow environmental procedures such as recycling</li> </ul>
<p><b>People (1)</b></p>	<p><b>Understand the importance of using appropriate methods of communication that are suitable for different situations and individuals' needs in a variety of hospitality contexts</b></p> <ul style="list-style-type: none"> <li>• Know the correct methods of communication to be used for a variety of situations</li> </ul>	<p><b>Communicate accurately and effectively with others in line with the business culture to achieve the best result according to the situation</b></p> <ul style="list-style-type: none"> <li>• Demonstrate accurate and effective communication in line with business culture</li> </ul>	<p><b>Take a friendly and outgoing approach and enjoy talking and interacting with others, and communicating according to the business / brand standard</b></p> <ul style="list-style-type: none"> <li>• Use positive verbal and non-verbal communication in line with business/brand standards</li> </ul>

	<ul style="list-style-type: none"> <li>Understand how using an inappropriate method of communication can affect the customer experience</li> </ul>	<ul style="list-style-type: none"> <li>Use both verbal and non verbal communication methods as appropriate within own job role</li> </ul>	
<b>People (2)</b>	<p><b>Know how to support and influence the team positively, recognising how team members are dependent on each other to meet business objectives</b></p> <ul style="list-style-type: none"> <li>Identify team dynamics</li> <li>Know how to work as a positive team member</li> </ul>	<p><b>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</b></p> <ul style="list-style-type: none"> <li>Work within the team to ensure products and services meet customer expectations and business standards</li> <li>Support team members when they require assistance</li> </ul>	<p><b>Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team</b></p> <ul style="list-style-type: none"> <li>Use positive body language and behaviours within the team</li> <li>Support the team to ensure outcomes are achieved</li> </ul>
<b>People (3)</b>	<p><b>Understand how to work with people from a wide range of backgrounds and cultures</b></p> <ul style="list-style-type: none"> <li>Identify how to exhibit equality diversity and ethical awareness</li> <li>Knowledge of local demographics and how this is reflected in products and services available</li> </ul>	<p><b>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</b></p> <ul style="list-style-type: none"> <li>Welcome and support colleagues and customers to ensure required</li> </ul>	<p><b>Operate in a fair and professional manner</b></p> <ul style="list-style-type: none"> <li>Demonstrate positive and encouraging behaviours to maintain professionalism</li> </ul>

	<ul style="list-style-type: none"> <li>Understand how cultures, backgrounds and belief conventions affect the organisation's products and services offered</li> </ul>	<p>information, goods and services are given</p>	
<p><b>First line supervision / Team leading</b></p>	<p><b>Understand how to support the supervision of team members for example new and junior employees to assist line manager</b></p> <ul style="list-style-type: none"> <li>Outline the support required to supervise a team for both new and existing team members</li> <li>The principles of first line supervision including communication, organisation skills, adapting and implementing change, team building skills, promoting key values.</li> </ul>	<p><b>Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained</b></p> <ul style="list-style-type: none"> <li>Communicate appropriately and openly in meetings</li> <li>Assist in carrying out shift briefings</li> <li>Ensure quality standards are maintained when supporting line managers</li> </ul>	<p><b>Demonstrate the ability and confidence to deputise for the line manager when necessary</b></p> <ul style="list-style-type: none"> <li>Identify skills and behaviours required to deputise for line manager when required</li> </ul>

## Hospitality Specialist:

	Knowledge 'Know it'	Skills 'Show it'	Behaviours 'Live it'
Food and beverage service	<p><b>Know the range of food and beverage service styles and standards within different types of hospitality operations; the key features of menu items products and services, and basic food and beverage pairing in line with menu</b></p> <ul style="list-style-type: none"> <li>• Know the correct standard of service and service style within key hospitality organisations including <ul style="list-style-type: none"> <li>- Formal dining</li> <li>- Casual dining</li> <li>- Quick service dining</li> <li>- Carvery / buffet dining</li> </ul> </li> <li>• Know the key features and ingredients of menu items including allergen information</li> </ul>	<p><b>Ensure each stage of food and beverage service meets business / brand standard, including, for example, customer arrival, provision of information, promoting menu and other items, taking and processing orders, serving food and drink and taking payments. Food and beverage service must be demonstrated in at least one food service style, such as table service, counter service, room service or conference and banqueting</b></p> <ul style="list-style-type: none"> <li>• Demonstrate organisational, preparation and presentation skills</li> <li>• Use and apply service skills appropriate to the business needs, this may include silver service, plated service and buffet / counter service</li> <li>• Communicate effectively with customers at all times including when</li> </ul>	<p><b>Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products.</b></p> <ul style="list-style-type: none"> <li>• Use appropriate opportunities to upsell and promote additional products and services</li> <li>• Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard</li> <li>• Display a professional, confident and informative approach to the service of food and beverages</li> <li>• Know where to gain information from when needed e.g. chef or manager</li> </ul>

	<ul style="list-style-type: none"> <li>• Understand the importance of giving customers accurate information regarding menu items, ingredients, promotions, price</li> <li>• Explain the current legislation regarding food safety, trades description and sale of goods</li> <li>• Understand the preparation of service areas and equipment for food and beverage service</li> <li>• Understand the preparation of customer and dining areas for food and beverage service</li> <li>• Know how to clear customer, dining and service areas after food and beverage service according to your organisation's procedures</li> <li>• Know how to greet customers and take orders</li> <li>• Know how to serve food and beverages to customers</li> <li>• Understand how to maintain the dining area</li> </ul>	<p>meeting, greeting, listening, advising, promoting, recording accurately and processing payment</p> <ul style="list-style-type: none"> <li>• Demonstrate how to work using safe and hygienic practices and good personal hygiene when preparing, serving and clearing food and beverages</li> </ul>	
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	<ul style="list-style-type: none"> <li>• Understand the current legislation regarding weights and measures, trades description, sale of goods and service of food and beverages</li> <li>• Know why it is important to give customers accurate information about special offers, promotions, the ingredients, basic characteristics, cooking and service methods of food and beverages</li> </ul>		
<p><b>Alcoholic beverage service (apprentices that specialise in alcoholic beverages select one of the three options)</b></p>	<p><b>Know a variety of alcoholic beverages, their basic characteristics, information required for the customer, equipment required to store, prepare and serve them and storage conditions required for optimum quality</b></p> <p><b>Plus specialist knowledge from one of wine service, beer / cask ale or cocktails / mixology below</b></p> <ul style="list-style-type: none"> <li>• Know the different alcoholic beverages available, their ingredients and characteristics</li> <li>• Know the optimum storage conditions for alcoholic beverages</li> </ul>	<p><b>Provide accurate information on alcoholic beverages, prepare, serve and store alcoholic beverages in the correct manner and use specialist equipment for preparing and serving alcoholic beverages appropriately</b></p> <p><b>Plus specialist skills from one of wine service, beer / cask ale, or cocktails / mixology below</b></p> <ul style="list-style-type: none"> <li>• Demonstrate organisation, preparation and presentation skills</li> <li>• Serve beverages correctly following organisation procedures and</li> </ul>	<p><b>Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products.</b></p> <p><b>Use appropriate opportunities to upsell and promote additional products and services</b></p> <p><b>Actively seek opportunities to delight and ‘wow’ customers in</b></p>

	<ul style="list-style-type: none"> <li>• Understand the legal requirements regarding licensing, the sale of alcohol and information that must be given to customers regarding alcohol</li> <li>• Know the current legislation regarding weights and measures, trades description and sale of goods</li> <li>• Identify the service standards for alcoholic beverages including equipment, measures, glasses, temperatures, accompaniments</li> <li>• Understand why it is important to give customers accurate information about special offers, promotions, the ingredients, basic characteristics and strength of their drink</li> <li>• Understand what symptoms indicate that a customer has drunk excessive amounts or is under the influence of drugs and what your legal responsibilities are in relation to this</li> <li>• Know how to deal with violent or disorderly customers</li> </ul>	<p>beverages available (wine/beer/cask ale/cocktails/mixology)</p> <ul style="list-style-type: none"> <li>• Demonstrate effective communication skills at all times</li> <li>• Inform customers of any promotions or offers available when taking orders</li> </ul>	<p><b>line with the business / brand standard</b></p> <ul style="list-style-type: none"> <li>• Display a professional, confident and informative approach to the service of beverages</li> <li>• Demonstrate of safe and hygienic practices and good personal hygiene when preparing, serving and clearing beverages</li> <li>• Keep up to date with current trends in beverages through colleagues, friends, social media platforms and competitors</li> </ul>
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	<ul style="list-style-type: none"> <li>• What different types of unexpected situations may occur when serving wine and how to deal with these</li> </ul>		
	<p><b>Wine service:</b> Know a variety of wine styles and popular grape varieties, their basic characteristics, basic wine and food pairing in line with the menu, information that will help inform customers, equipment required to store and serve wines and conditions required for optimum wine quality</p> <ul style="list-style-type: none"> <li>• Know the 3 types of wine (Still, sparkling and fortified)</li> <li>• Know the common red and white grape varieties that make the popular wines</li> <li>• Know the wines which are on your organisations wine list, their characteristics and which menu items they will compliment</li> <li>• Know the equipment needed to serve the different types of wines including wine buckets/coolers, bottle openers, napkins, stands, carafes</li> </ul>	<p><b>Wine service:</b> Provide accurate information on the wine menu, make basic recommendations to customers based on menu, serve and store wine in the correct manner and use specialist equipment for preparing and serving wine appropriately</p> <ul style="list-style-type: none"> <li>• Use wine buckets/coolers, bottle openers, napkins, stands &amp; carafes as per workplace standards</li> <li>• Work in a safe and hygienic manner when preparing service areas, equipment and stock when serving wines.</li> <li>• Demonstrate skills that show you are able to take your customer requirements into consideration and suggest wine accordingly</li> </ul>	

	<ul style="list-style-type: none"><li>• Understand safe and hygienic working practices when preparing service areas, equipment and stock and when serving wine</li><li>• Know the factors to consider when providing advice to customers on choice of wine; food matching, meeting the customers' expressed requirements whilst maximising sales for your workplace</li><li>• Know how to serve the different types of wine correctly</li><li>• Understand why it is important to give customers accurate information about special offers, promotions, the ingredients, basic characteristics and strength of their drink</li><li>• Know what the indicators are in wine which is unsuitable for drinking</li><li>• Explain symptoms that indicate a customer has drunk excessive amounts or is under the influence of drugs and what your legal responsibilities are in relation to this</li><li>• Know how to deal with violent or disorderly customers</li></ul>	
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	<ul style="list-style-type: none"> <li>• Know how to deal with unexpected situations that may occur when serving wine and how to deal with these</li> </ul>	
<p><b>Alcoholic beverage service – beer / cask ale</b></p>	<p><b>Beer / Cask Ale:</b> Know a variety of beers, including bottled, keg and cask ales, their characteristics, basic food pairing in line with the menu, information that will help inform customers, the equipment required to store and serve them and conditions required for optimum quality and the correct cellar procedures and conditions</p> <ul style="list-style-type: none"> <li>• Know the types of beer, their characteristics and food matchings on your menu</li> <li>• Know the safety requirements for the correct cellar storage and preparation of beer</li> <li>• Know why it is important to give customers accurate information about special offers, promotions, the ingredients, basic characteristics and strength of their drink</li> </ul>	<p><b>Beer / Cask Ale:</b> Provide accurate information on beers, including bottled, keg and cask ales; make recommendations to customers based on menu, serve and store beer and cask ales in the correct manner and use specialist equipment appropriately. Help ensure that the correct cellar conditions are maintained to preserve the quality of the beer / cask ale</p> <ul style="list-style-type: none"> <li>• Use coolers, bottle openers, barrels, and beer/cask ale equipment as per workplace standards</li> <li>• Work in a safe and hygienic manner when preparing service areas, equipment and stock when serving beer/cask ales</li> <li>• Demonstrate skills that show you are able to take your customer requirements into</li> </ul>

	<ul style="list-style-type: none"> <li>• Know what the indicators are in beer/cask ales which mean it is unsuitable for drinking</li> <li>• Explain what symptoms indicate that a customer has drunk excessive amounts or is under the influence of drugs and what your legal responsibilities are in relation to this</li> <li>• Know how to deal with violent or disorderly customers</li> <li>• Know how to deal with types of unexpected situations that may occur when serving wine and how to deal with these</li> </ul>	<p>consideration and suggest beers/cask ales accordingly</p>
	<p><b>Cocktails / Mixology:</b> Know the main categories of cocktails, including common base ingredients, methods of preparing and serving them, how ingredients and equipment should be stored and information that will help inform customers</p> <ul style="list-style-type: none"> <li>• Know the ingredients for cocktails, their characteristics, flavours and preparation methods both in your workplace and well known popular cocktails</li> </ul>	<p><b>Cocktails / Mixology:</b> Provide accurate information on the cocktail menus to customers, prepare cocktails using a range of ingredients and methods and adjust the cocktail to customers' taste and preference.</p> <ul style="list-style-type: none"> <li>• Ensure ingredients are stored correctly and use specialist equipment appropriately that</li> </ul>

	<ul style="list-style-type: none"> <li>• Know the equipment required for the preparation and service of cocktails, its storage and cleaning requirements</li> </ul>	<p>could include shakers, sieves, mixers, blenders, cocktail glasses</p> <ul style="list-style-type: none"> <li>• Demonstrate mixology/cocktail making skills including mixing, presenting and using accompaniments or decorations</li> <li>• Work in a safe and hygienic manner when storing, serving cocktails.</li> <li>• Demonstrate your knowledge of different types of cocktails by taking customers likes, dislikes and requirements into consideration and recommending accordingly</li> </ul>	
<b>Barista</b>	<p><b>Know the main categories and types of hot and cold beverages in particular coffee, and the methods of preparing and serving them. Know how different ingredients should be stored, and the origins key ingredients. Identify specialist equipment, and know how to use it correctly and keep it clean and hygienic</b></p>	<p><b>Provide accurate information on hot and cold beverages, demonstrate how to make a variety of products, follow customer requirements for strength and flavour, ensure ingredients are stored correctly and use specialist equipment appropriately</b></p>	<p><b>Take a responsible approach to the preparation, sale and service of food and beverages for example in relation to safe handling and storage, and accurately communicating the contents of products.</b></p> <p><b>Use appropriate opportunities to upsell and promote additional products and services</b></p>

	<ul style="list-style-type: none"> <li>• Know the categories and types of hot beverages available, their ingredients and preparation methods including cappuccino, latte, espresso, specialist teas &amp; hot chocolate</li> <li>• Know the origin of key ingredients, their characteristics and blend including coffee beans, ground coffee, tea blends and bags</li> <li>• Explain why it is important to give customers accurate information on hot drinks</li> <li>• Know the characteristics of foamed milk and how foamed milk relates to each hot drink</li> <li>• Know the optimum storage conditions for hot beverage ingredients and accompaniments</li> <li>• Know the service standards for hot beverages including equipment, measures, crockery /glassware, temperatures and accompaniments</li> <li>• Know how to set up, calibrate, clean and close specialist hot beverage equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate organisation, preparation and presentation skills</li> <li>• Demonstrate efficient service skills – appropriate to the business needs and type of beverages offered</li> <li>• Communicate effectively with customers at all times through greeting, listening, advising, promoting, recording accurately and processing payments</li> <li>• Demonstrate how to foam milk to the correct temperature for different drinks</li> <li>• Demonstrate how to pour milk and serve drinks correctly</li> <li>• Advise customers on the different types of hot drinks available including flavours, strengths and sizes</li> <li>• Ensure all equipment is used correctly and ingredients stored in line with organisational procedures</li> </ul>	<p><b>Actively seek opportunities to delight and ‘wow’ customers in line with the business / brand standard</b></p> <ul style="list-style-type: none"> <li>• Professional, confident and informative approach to the service of hot beverages</li> <li>• Demonstration of safe and hygienic practices and good personal hygiene when preparing, serving and clearing beverages</li> <li>• Take every opportunity to exceed customer expectations at all times when serving hot drinks</li> </ul>
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	<ul style="list-style-type: none"> <li>• Explain the current legislation with regard to weights and measures, trades description and sale of goods</li> </ul>		
<b>Food production</b>	<p><b>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</b></p> <ul style="list-style-type: none"> <li>• Know the standard for the safe processing of food items in line with business and food safety standards</li> <li>• Know the brand standard for production and ingredients of menu items and why it is important to ensure the correct quality and quantity prior to producing dishes.</li> <li>• Know the current legislation regarding food safety and hygiene</li> </ul>	<p><b>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)</b></p> <ul style="list-style-type: none"> <li>• Demonstrate organisation skills that include checking that food areas and equipment are clean before use, food is available and of the correct quality</li> <li>• Prepare, cook and regenerate food products to meet organisation and food safety standards</li> <li>• Store food, equipment and cleaning products safely</li> <li>• Clean food preparation and storage areas and equipment after use</li> </ul>	<p><b>Demonstrate high personal hygiene standards and clean workstation ethic at all times</b></p> <ul style="list-style-type: none"> <li>• Demonstration of safe and hygienic practices and good personal hygiene when processing food items</li> <li>• Professional and confident approach to the food production process</li> </ul>

	<ul style="list-style-type: none"> <li>• Know the correct procedures to maintain food safety and quality and why it is important to follow them</li> <li>• Know how to set up, use and clean kitchen equipment and food production areas</li> <li>• Know the correct storage conditions for food, equipment and cleaning products</li> <li>• Know the different food groups commonly used in food production</li> <li>• Know which foods may be common allergens</li> </ul>	<ul style="list-style-type: none"> <li>• Correctly use preparation, processing and cooking techniques and methods in food production to meet brand and workplace standards</li> </ul>	
<b>Concierge and guest services</b>	<p><b>Know local and national information or where to access it and the variety of services available to customers. Know the process for procurement of additional products and services in order to meet customer needs and the business standards and procedures for room service and recognise the importance of following them.</b></p> <ul style="list-style-type: none"> <li>• Know local and national information or where to access it including places of interest, restaurants, leisure facilities, local</li> </ul>	<p><b>Meet and greet customers, coordinate with suppliers of guest services and other organisations and source information that support customers' experience, promote services such as valet parking and stores or transfers customers' luggage, book external / additional services and provide a link between the customer and all departments within the business</b></p> <ul style="list-style-type: none"> <li>• Demonstrate efficient organisation / coordination skills – providing the link</li> </ul>	<p><b>Take every opportunity to provide customers with all the information and services they need to get the best out of their stay, maintain discretion and customer confidentiality</b></p> <ul style="list-style-type: none"> <li>• Professional, confident and informative approach to providing guest services</li> <li>• Demonstrate safe working practices, discretion and customer confidentiality</li> </ul>

	<p>facilities such as banks/petrol stations and transport links.</p> <ul style="list-style-type: none"> <li>• Know the types of services you may be asked to book and the procedures you should follow</li> <li>• Know the procedures for procurement of additional products and services to meet customer and workplace requirements</li> <li>• Know the procedures for storing customer property and the importance of following them</li> <li>• Know the procedures for room service to meet customer and workplace requirements</li> <li>• Understand and be able to explain the current legislation regarding data protection, disability discrimination and sale of goods</li> <li>• Know how to recognise a suspicious item and how it must be dealt with.</li> <li>• Explain why it is important to give accurate verbal and written information to customers</li> </ul>	<p>between external agencies and all departments within the business</p> <ul style="list-style-type: none"> <li>• Communicate effectively with customers at all times through greeting, listening, advising, promoting, booking external services, recording accurately and processing payments</li> <li>• Actively seek out opportunities to exceed customer expectations</li> <li>• Develop relationships with external and internal customers, departments, agencies, companies as applicable</li> <li>• Display correct lifting and handling techniques when handling property and equipment</li> <li>• Store customers' property in a safe and secure manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Be proactive in keeping up to date with local events, things to do and places to visit through local social media sites, newspapers and word of mouth</li> </ul>
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	<ul style="list-style-type: none"> <li>• Explain why confirmation and deposits are required from customers for services or products</li> <li>• Know the right way to take property from the customer, requirements for safe storage and theft prevention and why it might be important to give the customer a proper receipt for their property</li> <li>• Explain why it is important to keep storage records and how to fill these in why you should keep storage areas secure, clean, tidy and hygienic and how you should do this</li> </ul>		
<p><b>House-keeping</b></p>	<p><b>Know how to clean and maintain a variety of areas and materials and understand the importance of responsibility using cleaning equipment, techniques, chemicals and agents, and ensuring that the appearance of rooms and external areas meet the business / brand standard</b></p>	<p><b>Clean and maintain bedrooms and public areas including furniture, fixtures and fittings, soft and hard flooring; identify and report maintenance needs and check that outcomes of work meet the businesses / brand standards for presentation</b></p>	<p><b>Pay attention to detail and have high standards of cleanliness and presentation. Work in a discreet manner and maintain customer confidentiality</b></p> <ul style="list-style-type: none"> <li>• Display attention to detail and excellent presentation standards</li> <li>• Promote high standards of cleanliness including personal hygiene</li> </ul>

	<ul style="list-style-type: none"> <li>• Know the current legislation regarding safe lifting and handling and COSHH</li> <li>• Know the organisation's standards for linen and bed coverings, making and re-sheeting beds</li> <li>• Explain the importance of maintaining clean, ample supplies, sorting linen and the correct way to deal with soiled linen</li> <li>• Know why it is important to use the correct type of bed, pillow or bed linen for individual customers or guests</li> <li>• Know how to spot and what procedures to use, if encountering bedbugs or other infestations</li> <li>• Know the environmental implications connected to the use of bed and bathroom linen</li> <li>• Know the procedures for reporting damage</li> <li>• Know and understand the procedures for working alone</li> <li>• Know the procedures for cleaning all areas including bedrooms, bathrooms and public areas and the equipment needed to do so.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate effective and efficient organisation and time management skills</li> <li>• Meet standards set, make beds, clean areas and prepare rooms according to this standard, re-stocking where necessary</li> <li>• Check, handle and select linen stock according to daily needs</li> <li>• Convey a positive image of yourself and the organisation when coming into contact with customers or staff</li> </ul>	<ul style="list-style-type: none"> <li>• Keep up to date with new concepts and trends within the housekeeping sector</li> </ul>
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	<ul style="list-style-type: none"> <li>• Explain the importance of communicating the status of rooms to other departments, e.g. reception</li> <li>• Explain how to recognise a suspicious item of property and how this should be dealt with</li> <li>• Know correct lifting and handling techniques you should use to stop you injuring yourself and others and damaging property</li> <li>• Know why it might be important to keep storage records and how to fill these in why you should keep storage areas secure, clean, tidy and hygienic and how you should do this</li> </ul>		
<p><b>Reception</b></p>	<p><b>Know business procedures for delivering reception operations and understand the requirements for processing personal and sensitive data; identify internal customers and their needs and how they feed into the operation. Know the products, facilities and services of the whole business and how to</b></p>	<p><b>Welcome customers and provide a broad range of relevant information relating to the business. Support an efficient check in / check out service for customers, answer enquiries and take reservations and bookings face to face, on the telephone or on-line. Be the link between visitors, staff and guests</b></p>	<p><b>Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers</b></p> <p><b>Anticipate customer needs and can adapt products and services to meet them</b></p> <p><b>Ensure interdepartmental and external communication</b></p>

	<p><b>communicate these to customers, staff and visitors</b></p> <ul style="list-style-type: none"> <li>• Know the products, facilities and services of the whole business, or where to source the information required and how to communicate this to customers, staff and visitors including facilities of the business, tourist information,</li> <li>• Explain the importance and purpose of the receptionist function as first point of contact between the organisation and customer and how it can affect the customer's experience</li> <li>• Know and understand the current legislation regarding all reception functions including data protection, Hotel Proprietors Act &amp; Health &amp; Safety,</li> <li>• Know how to identify internal customers and their needs and understand the importance of their role within the organisation</li> <li>• Explain the purpose of confidentiality guidelines and how to implement them</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate effective and efficient organisation skills – providing the link between external agencies and customers and all departments within the business</li> <li>• Communicate effectively with customers at all times when greeting, listening, checking in, checking out, advising, promoting, recording accurately and processing payments as applicable</li> <li>• Display appropriate skills of dealing with all types of customers including new, return, corporate, leisure, and customers with special needs.</li> </ul>	<p><b>provides good flow of information to meet and exceed customers' expectations</b></p> <p><b>Actively seek opportunities to make a great guest experience</b></p> <ul style="list-style-type: none"> <li>• Be proactive in undertaking additional duties in quiet periods</li> <li>• Suggest new procedures or systems to improve the reception function</li> <li>• Keep up to date with current services and products on offer throughout the organisation including promotions and offers</li> </ul>
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	<ul style="list-style-type: none"> <li>• Understand the purpose of entry and security procedures and how to implement them</li> <li>• Know the organisational emergency procedures and your role within them</li> <li>• Explain why additional duties need to be undertaken during quiet periods</li> </ul>		
<b>Reservations</b>	<p><b>Understand how to take individual and group accommodation or event reservations in line with business / brand standard. Know the pricing policy of the organisation and how this ensures effective yield management. Understand requirements for processing personal and sensitive data</b></p> <ul style="list-style-type: none"> <li>• Know how to take individual and group bookings</li> <li>• Know the organisation policy regarding pricing and effective yield management</li> <li>• Know the products, facilities and services of the whole business, or where to source the information</li> </ul>	<p><b>Take and process reservations and negotiate rates in line with own authority. Ensure reservations follow organisation's yield management policy. Support the team to plan events, show customers the facilities of the business and provide information on the typical procedure for running events</b></p> <ul style="list-style-type: none"> <li>• Demonstrate effective and efficient organisation skills through providing the link between customers, external agencies and all departments within the business</li> <li>• Communicate effectively with customers at all times through</li> </ul>	<p><b>Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers</b></p> <p><b>Anticipate customer needs and can adapt products and services to meet them</b></p> <p><b>Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations</b></p>

	<ul style="list-style-type: none"> <li>• Know the current legislation regarding all reservation functions</li> <li>• Explain the importance of providing accurate information to customers             <ul style="list-style-type: none"> <li>• Explain the importance of intelligent and appropriate up-selling, room/product rates, added value, rate negotiation limits and yield management and how these apply to your work role</li> <li>• Explain what over booking is, how to deal with this and why it happens</li> <li>• Explain why it is important to get and record booking details accurately</li> <li>• Explain why it is important to take the opportunity to sell products and services</li> <li>• Understand why confirmations and deposits may be required from customers</li> <li>• Explain why it is essential to follow up unconfirmed bookings</li> </ul> </li> </ul>	<p>greeting, listening, advising, promoting, planning events, recording accurately and processing payments</p> <ul style="list-style-type: none"> <li>• Demonstrate professional presentation / promotion skills – showing the products, services and facilities to customers to maximise booking potential</li> </ul>	<p><b>Actively seek opportunities to make a great guest experience</b></p> <ul style="list-style-type: none"> <li>• Be professional, confident, highly organised and informative in your approach to promoting and booking services</li> <li>• Is able to anticipate customer needs and adapt services to meet them</li> <li>• Ensure excellent communication lines between departments to exceed customer expectations</li> </ul>
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<p><b>Conference and Events Operations</b></p>	<p><b>Understand how to adapt approach and communication with the customer depending on the nature of their visit and event for example the difference in approach for a wedding party or a business. Know how and where to secure resources and own authority to do so, in line with the organisations procedures.</b></p> <ul style="list-style-type: none"> <li>• Know how to communicate effectively and appropriately with a range of customers</li> <li>• Know how to source, check and arrange resources according to customer and organisation requirements and the dismantling and storage of items after use</li> <li>• Explain the current legislation regarding safe lifting and handling, H&amp;S and data protection and security <ul style="list-style-type: none"> <li>• Know what the most common room layouts for conferences and events are</li> <li>• Explain the preparation and servicing of meeting and conference rooms</li> <li>• Explain how to clear meeting and conference rooms</li> </ul> </li> </ul>	<p><b>Support the delivery of a variety of events according to the business / brand standard. Co-ordinate with customers', suppliers and team members, ensuring the right resources are in place to meet the event brief.</b></p> <ul style="list-style-type: none"> <li>• Demonstrate effective and efficient organisation skills by providing the link between customers and all departments within the business</li> <li>• Communicate effectively with customers at all times including greeting, listening, liaising and at the end of the conference or event</li> <li>• Source, check and arrange resources according to requirements</li> <li>• Work with external agencies or suppliers to ensure customer requirements are fulfilled as per expectations</li> </ul>	<p><b>Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers</b></p> <p><b>Anticipate customer needs and can adapt products and services to meet them</b></p> <p><b>Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations</b></p> <p><b>Actively seek opportunities to make a great guest experience</b></p> <ul style="list-style-type: none"> <li>• Be professional, confident, highly organised and informative in your approach to promoting and booking services</li> <li>• Is able to anticipate customer needs and adapt services to meet them</li> <li>• Ensure excellent communication lines between departments to exceed customer expectations</li> </ul>
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	<ul style="list-style-type: none"><li>• State common set up requirements and lay outs for events</li><li>• Know commonly used audio visual and other equipment used for conference and events</li><li>• Explain why rooms and equipment should be set up in advance of customers' arrival</li><li>• Know why having a key contact on the day of a conference / event is important</li><li>• State extra services conference guests may require for conferences and events</li><li>• Know why having a timed plan for the conference or event is import and what to do if this needs to change</li><li>• Know common timings for conferences, events and weddings</li></ul>		
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