



<b>Job Title: Operational Lead- Hotel and Guest Experience</b>	<b>Role Profile Number: CEH37</b>
<b>Grade: Q</b> <b>Salary: 32,232- 42,635 (Dependant on Experience)</b>	<b>Date Prepared:</b> 29/10/21
<b>Directorate/Group:</b> <b>Operations</b>	<b>Reporting to:</b> <b>Head of Hotel, Conferencing and Events</b>
<b>Structure Chart attached: Yes</b>	Yes

### Job Purpose

- To lead, manage and coach the Hotel team to become a market leading Hospitality package in Swindon to attract guests from the Borough and wider area.
- To ensure the guest experience is managed and improved for the whole Lydiard Park
- Lead the Operational teams at Lydiard Hotel to create a dynamic and seamless operation for the customer
- Be responsible for the generation of revenue by working in partnership with outside agencies to attract new and repeating business with an occupancy led approach to selling rooms
- Create, lead and sustain a modern and technology driven conference venue.

### Key Accountabilities

- Drive and maximise an occupancy led revenue stream.
- Work with the Senior Management team Sales, Marketing and Events Lead and Hospitality and Food Beverage Lead to create and deliver on a clear vision for the guest experience at Lydiard Hotel and Conferencing centre .
- Lead, Manage and engage the Hotel operation by creating and maintaining brand standards, standard operating practices and ensuring compliance with health and safety legislation. Ensure full compliance with Hotel legislation
- Generate income from conferencing events working with the Sales and Marketing Team to promote thethe conferencing centre as a place of excellence for businesses.
- Create a brand standard and standard operating practice for all Hotel and Conferencing Operations
- Full accountability for the guest experience whilst staying at The Lydiard House Hotel and for delegates during a conference.
- Be the face of customer experience for the whole Lydiard Hotel and Conferencing package.

- Monitor and lead the guest experience by ensuring all feedback is acted upon and used to improve the guest experience
- Ensure the hotel and hospitality team are scheduled across the 7 day week in the right place at the right time to ensure labour costs are used productively
- Support the Hospitality, Food and Beverage Lead and the Sales and Marketing Lead with park and Borough events and work collaboratively to make the Hospitality package attractive.
- Ensure budgets are reviewed and maintained on a regular basis and forecasted with an occupancy led approach to conserve and generate revenue streams.
- Maximise sales and profit while ensuring customer satisfaction at all times.
- Ensure Events planned include accommodation packages to generate revenue and the use of conference space and add ons are maximized to maximize profit
- Ensure there is full collaboration with Sales and Marketing and Hospitality leads to make the Lydiard Hotel Wedding package the best in the Borough and wider South West. The post holder will have full accountability for the standards of accommodation and the guest journey at the wedding by ensuring the Hospitality and Hotel team are used productively and have clear and driven goals with the guest at the heart of the event.
- Endorse the “if you walk past it you endorse it” management style with the Operational Leads to create a seamless guest journey.

### **Supplementary Accountabilities**

- Lead on the procurement of Hotel Services with guest choice at the forefront of decisions
- Be able to work unsociable hours across a 7 day week
- Support and be flexible across the Hospitality operation by leading/supporting with events and operations across the Country Park and Council outlets where required.
- Ability to travel around the Borough to visit alternative sites if required.

### **Knowledge & Experience**

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:*

- Substantial demonstrable Hotel Management experience
- Forecasting and Scheduling to meet occupancy demand
- A proven track record of achieving and exceeding sales targets.
- Possess strong operational skills, commercial acumen,
- Experience with budgeting & financial reporting,
- must be able to successfully negotiate and influence at a Senior Management level
- Experience and evidence of using Guest Feedback and dealing with guest complaints to improve the guest experience

- Able to create and maintain brand standards and standard operating procedures and ensure compliance

**Qualifications**

- Degree or HND in a relevant hotel or hospitality field or compensatory experience.
- Food safety certificate.
- Personal Alcohol Licence is desired

**Decision Making**

- Rates of guest rooms and the acquisition of business rates for regular business stays
- Procurement of consumables and equipment
- Scheduling
- Finance
- Contractors and suppliers

**Creativity and Innovation**

- The delivery of brand standards and standard operating practices for a faultless guest journey
- Development of products and services- must be adaptable and flexible to the changing marketplace

<p><b><u>Job Scope</u></b></p> <p><b>Number and types of jobs managed</b></p> <ul style="list-style-type: none"> <li>• Head Housekeeper (Housekeepers)</li> <li>• Hospitality Team Members</li> <li>• Nights Lead (Nights team)</li> </ul> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>• Guest room allocation</li> <li>• Room cleaning allocation</li> <li>• Room Checks/standard checks</li> <li>• Guest check backs</li> <li>• Service delivery</li> </ul>	<p><b>Budget Holder</b></p> <p><b>Responsibility</b></p> <p><b>Asset Responsibility:</b></p>	<p>Yes</p> <p>Income- 75% occupancy at 700,000</p> <p>Expenditure- 200,000- occupancy driven</p> <p>Guest rooms Housekeeping equipment</p>
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**Contacts and Relationships**

*(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

- General Public
- Guests

- *Operations Director*
- *Councillors*

**Other Key Features of the role**

Ability to work flexibly across 7 days and across the Hospitality Structure

<b>Employee Signature:</b>	Print Name:
<b>Date:</b>	
<b>Line Managers Signature:</b>	Print Name::
<b>Date:</b>	