



Role Profile

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| Job Title: Hotel and Guest Experience Manager | Role Profile Number: CEH37 |
| Grade: Salary: | Date Prepared: January 2023 |
| Directorate/Group: Operations | Reporting to: Head of Hotel, Conferencing and Events |
| Structure Chart attached: | No |

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 Lydiard Hotel and conferencing.
- Lead the Operational front of house 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 alongside the marketing and Business Development Teams and Events and Conferencing team to maximise opportunities to increase patronage for conferencing facilities as well as accommodation.
- 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
- Working with Operations Compliance Team, create and implement a maintenance regime to maintain standards within the Hotel and House, ensuring cyclical maintenance is carried out without disruption to the guest.
- Generate income from conferencing events working with the Marketing and Events Team to promote the 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
- Recruit, train and manage staff within the hotel to ensure standards are continuously met.
- 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, ensuring adherence to working time directives.
- Support the Executive Chef and the Marketing & Events Lead with park and Borough events and work collaboratively to make the hospitality package attractive and competitive.
- 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.
- Deliver hotel services in a innovative way to provide the guest with a memorable experience from parking their car to checking out.
- 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 Income Generation and Business Development Manager and the Executive Chef 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
- Hold daily / weekly meetings with Hotel Heads for operational reviews to ensure service is kept to a high standard. Be able to cover for department heads when required to ensure business continuity.
- 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.

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 of resources to meet occupancy demand.
- A proven track record of achieving and exceeding sales targets.
- Possess strong operational skills and commercial acumen.
- Experience of managing complex budgets & 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.
- Knowledge of Health & Safety legislation within the hospitality industry.
- 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.
- Health & Safety qualification relevant to the role 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 and resource management.
- 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

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| <p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • Head Housekeeper (Housekeepers) • Hospitality Team Members • Night Concierge (Night team) • Duty Managers <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Guest room allocation • Room cleaning allocation • Room Checks/standard checks • Guest check backs • Service delivery • Maintenance activities through staff or contractors. | <p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p> | <p>Yes</p> <p>Income- 75% occupancy at 700,000</p> <p>Expenditure- 200,000- occupancy driven</p> <p>Guest rooms Housekeeping equipment Conferencing technology</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*

Values and Behaviours

We strive to underpin our culture of being ‘At our Best’ through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

Other Key Features of the role

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

Ability to travel around the Borough to visit alternative sites if required

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| Employee Signature: | Print Name: |
| Date: | |
| Line Managers Signature: | Print Name: |
| Date: | |