

Hospitality Manager

JOB DESCRIPTION

JOB TITLE: Hospitality Manager
RESPONSIBLE TO: FCLI Manager – Charlotte Hollins

Our mission statement:

“The FCLI aims to improve the understanding of sustainable food and farming through the resource of Fordhall Farm, by being an integral part of the community.”

About Us

There are exciting times ahead at Fordhall Organic Farm, as we work to inspire more and more people to enjoy our beautiful natural landscape and the food produced from it. We want every one of our visitors to experience something new, exciting, and memorable – and good quality food and brilliant customer service plays a huge part in making people’s days.

The Fordhall Community Land Initiative owns Fordhall Organic Farm. It is England’s first community owned farm and now has over 8000 community members through an innovative share scheme that was launched in 2006. This Charitable Society was founded by Charlotte and Ben Hollins, both in their early twenties, and is now developing into an exemplar project with wide reaching appeal and benefits.

We operate as a social enterprise. Arthur’s Farm Kitchen exists as an educational tool for our visitors but also as a mechanism to generate income that then supports our other charitable and educational work, such as our free farm trails, social prescribing, and our youth project.

About the Role

There are three key areas of management covered by this role:

1. [Weddings](#), corporate events and private parties
2. Every day running of [Arthur’s Farm Kitchen](#) café
3. Accommodation offer of [yurts](#) (one unit) and [Straw Lodge](#) (group accommodation)

As the Head of the hospitality team, you will ensure we offer first-class customer accommodation, service and food throughout our offers onsite. You will inspire our visitors and staff with your passion for seasonal and nourishing food, create spaces which emulate Fordhall’s values and messages and, most importantly, you will lead and manage a team of 6-10 part time staff to deliver on these visions. This is a real chance to make a lasting impression to all who visit Fordhall, helping us to expand on an already successful enterprise with experiences that nourish people, planet and soil.

Fordhall is an organic, pasture-based livestock farm and so Fordhall’s meat is always on the menu together with tasty soups, fresh, colourful salads, imaginative sandwiches, and creative vegetarian/vegan dishes. Not forgetting plenty of homemade cakes. The farmed and highly biodiverse landscape is integral to every part of our offer, including 8th accommodation we have onsite both in our yurts and our Straw Lodge.

You will help to evolve our offer, bring in new custom and maintain high standards of delivery. All of which, will be recognised through the positive impact measures recorded.

With a ‘lead by example’ mindset, you won’t mind getting stuck into assisting with the day-to-day operations of Arthurs Farm Kitchen and will assist with covering shifts for holidays/sickness of staff members and ensure a consistent day to day smooth running of operations.

As part of our senior team, you will feed into site wide policies and visions at Fordhall at a strategic level. Helping our community-owned farm to be an even greater asset to our community. Our vision is that by restoring connections between hearts, minds and the soil, we will encourage meaningful change which helps build resilience between people and planet. Your role will form a key and integral part to us achieving this.

The base hours can be mid-week during school hours. However, periodic weekend working will be required for weddings (up to 12 per annum), functions and for staff cover. There will be times that the working day will be extended to 5.30 to attend staff/customer meetings, or evenings for functions where required.

About You

You'll love good food as much as we do. You will have previous experience of working in catering and hospitality, and previous experience of managing staff. You will have the ability to adapt your management style to meet the needs of the staff members you manage.

Demonstrating your excellent customer focus and hands-on leadership qualities, you will be able to motivate and inspire those around you. Above all, you should have a genuine interest and passion for the aims and ambitions of the Fordhall Community Land Initiative.

You will make sure we have people coming from miles around to experience and taste our locally sourced, fresh and nourishing offer. Making a lasting impression, priding yourself on supporting a unique food offer, and creating lasting memories for all who visit us, will be areas that motivate and enthuse you.

With impeccable organisational skills, ability to multi-task and a keen eye for detail, you will ensure all work is completed to a high standard and deadlines are met. Your strong and inclusive communication skills will be utilised on a daily basis to ensure there is effective communication across all teams onsite, who feel valued and appreciated as a result.

Key Duties

Management and development

- To work with and guide the head chef, deputy manager and other staff to implement changes that will **increase the financial profitability of the Straw Lodge, Yurts and Arthur's Farm Kitchen whilst balancing our values and strategic objectives.**
- To be responsible for leading **marketing and promotion** of our hospitality offer with support from our design team, to drive sales and promote our values.
- To support the Head Chef to develop new dishes in response to customer feedback, our seasonal themes and strategic objectives, which ultimately encourage financial profitability and create impact.
- To report to the General Manager the development and costing of special offers, events, menu's etc. in good time, allowing for feedback and adjustments where necessary.
- To proactively liaise with your team to ensure our hospitality offer is meeting its financial and strategic objectives, to evaluate and report successes and to put plans in place to secure and build its future (Lead, Review, Evaluate, Learn, Implement). Including reports to management:
 - Monthly financial reports
 - Community/Environmental Impact reports
 - Customer feedback
- To strategically plan the future of our hospitality offer with the wider team, to ensure you are striving to improve the profitability and impact of the spaces you manage.

General Running

- To **engage** with customers and staff to **enthuse** them about nourishing food for people and planet, whilst also continuing your own learning in this space.
- To manage customer complaints and feedback in a professional and efficient manner – ensuring we are on a journey of continual self-improvement.
- To oversee the **ordering of stock**, to ensure quality and value for money are always achieved.
- To ensure that an accurate **stock-take** is completed on a quarterly basis.
- To ensure the **weekly bookkeeping** for Arthur's Farm Kitchen is maintained in an accurate and orderly fashion. This may include recording daily takings, till reconcile, staff hours, sick days, holiday and ensuring all invoices go to the office. You will be part of the financial analysis of the enterprise and you will be empowered to make adjustments to ordering systems, sourcing, staffing to ensure sufficient margins are retained. An excellent grasp of spreadsheets will be essential.
- To oversee the quantity and quality of received products and to ensure you or members of your team take necessary action when goods are not received in the quality expected.
- To ensure the serving area, function rooms and accommodation spaces are maintained by all staff in a clean, presentable and organised state at all times.
- To ensure wastage in every aspect of delivery is kept to a minimum.

- To ensure bookings are taken in a responsible fashion and that all information is clearly recorded in the bookings book and communicated to the staff members where necessary.
- To ensure your team keep areas used **clean, tidy and organised**, this may include fridges, storage areas, bin areas, Ridan, function rooms, desks.
- To ensure all **equipment and areas are maintained** according to the manufacturers' recommendations to limit need for repairs/replacements.
- To ensure there is an efficient reporting system in place, which allows faults, waste and repairs to be reported to you and resolved by you.

Legislation

- To complete **risk assessments** where necessary.
- To, ensure that the highest standards of **Food Hygiene** are met in Arthur's Farm Kitchen and in any place where food from Arthur's Farm Kitchen is being served or prepared.
- To ensure that everything is fully documented and safely filed where necessary including **legal requirements** such as fridge temperatures and cleaning records.

Staff

- To ensure all staff understand our policies and procedures and our ethos throughout the organisation.
- To nurture your team to ensure they are receiving the training and support they need to empower them to bring the best they can to the organisation.
- To ensure your team are following correct procedures for Food Hygiene and Health and Safety and best practice to reduce waste, work efficiently and support the organisations values.
- To recruit and train new staff members as required to ensure the smooth running of hospitality onsite.
- To produce and manage **staff rotas** ensuring **most efficient** use of resources and recommending changes as required. Ensuring hours are recorded accurately, communicated to staff in good time, and all hours are kept to a minimum.
- To manage in such a way that **empowers other staff members**, encourages them to have a voice, and allows their ideas and creativity to contribute towards the organisations success, including the holding regular reviews and appraisals, and acting on feedback in a quick and efficient manner.
- We like to empower members of our team within our development where possible. You should therefore ensure the ideas of staff are captured, evaluated and implemented if appropriate.
- A large part of the role will be leading and maintaining the **'team' ethic** in the organisation, encouraging our team values, being inclusive, and ensuring the well-being of our staff is considered and supported.
- To conduct annual appraisals with permanent staff, in addition to 4/6 weekly check-ins.
- Whilst we encourage good communication to avoid any such instances, you are responsible for following disciplinary and grievance procedures with staff should the need arise.

Other

- To participate in regular senior team meetings and to feed this information back to your team.
- To undertake training courses as needed and to ascertain the training needs of your front of house staff.
- To continually assess your role and develop and improve it at every opportunity, to enable you to grow with the organisation
- Continually increase your knowledge of rural issues, farm life and the important links between food, health and sustainability, so that this can be passed on to others, staff and customers.
- To ask questions about the running of the organisation if there is something you do not know. Information sharing should be encouraged at every opportunity.
- To fulfil any other role that the organisation sees fit or is required to enable it to achieve its aims and objectives for the benefit of the community.

Working hours and arrangements:

Start date: Immediate

Hours: Average of 17-35 hours. Regular basic hours are split Tues, Thurs & Fri 9.30am-2.30pm (with occasional later meetings until 5pm), plus periodic Sundays 9.30-4.45pm. Additional hours are weighted towards the summer months, April-October, when longer hours on a Saturday will be required for any booked weddings/private parties. Other hours would need to be flexible around staff training days, covering for staff on annual leave or sickness. You write the rota one

month ahead of schedule and all weddings are in the diary for 2023. We would not expect to do more than 12 weddings per year and aim not to do more than 2 per month during the spring/summer months.

Sickness: Sickness pay is place and is activated following six months continual service.

Holidays: Equivalent to 5.6 weeks per annum pro rata

Pay: According to experience and relevant to the size of organisation/sector. Pay scales and rates are reviewed on an annual basis by the FCL's Board of Directors (each February). All breaks are paid for.

Pension: The organisation has a pension scheme in place with the Peoples Pension