

HOSPITALITY TEAM MEMBER

A hospitality team member can work in a range of establishments, for example bars, restaurants, cafés, conference centres, banqueting venues, hotels or contract caterers. 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.

Course Overview

The course will focus on 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.

Course Content

Apprentices need to complete 20% off-the-job training during the on-programme phase of their apprenticeship. This and it must take place in the apprentice's contracted hours. Formative assessment of knowledge, skills and behaviours required in the delivery of the level 2 Hospitality Team Member:

Knowledge

- Recognise customer profiles in hospitality and how customers have different needs
- Understand the importance of meeting, and where possible, exceeding customer expectations
- Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services
- Know the business vision and values, its main competitors,
- Know how own role can minimise unnecessary financial loss to the business

Course code
AS2 Hosp TM

Award on successful completion
City and Guilds Team Member L2

Study type
Workplace learning

Level
2

Start date
Flexible

Duration
12 months

Fees
£4000 levy payers - 5% contribution for non-levy payers £200

Location
Workplace Learning

APPRENTICESHIP STANDARDS

- Understand how personal discipline in approach to work, for example time-keeping, attendance, personal appearance, personal presentation
- Know the products / services that are offered by the business
- Know how the business aims to increase its market share and compete against its main competitors
- Understand how the use of technology
- Know the business vision and values, its main competitors
- Know how own role can minimise unnecessary financial loss to the business
- Know how own role can minimise unnecessary financial loss to the business
- Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss
- Carry out activities with consideration of their cost and value
- Understand how personal discipline in approach to work, for example time-keeping, attendance, personal appearance, personal presentation
- Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs

Skills

- Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs
- Check that customers are satisfied with products and services and act on feedback in line with business procedures
- Perform activities to positively promote business / brand standards and identify opportunities to increase sales
- Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss
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- Carry out activities with consideration of their cost and value
- Understand how personal discipline in approach to work, for example time-keeping, attendance, personal appearance, personal presentation
- Prepare and organise own work for example promptly arriving for shifts, communicating information at team meetings
- Use technology appropriately and efficiently in line with company policy in a way that supports customer service

Behaviours

- 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.
- Use appropriate opportunities to upsell and promote additional products and services
- Actively seek opportunities to delight and 'wow' customers in line with the business / brand standard
- Demonstrate high personal hygiene standards and clean workstation ethic at all times
- 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
- Pay attention to detail and have high standards of cleanliness and presentation. Work in a discreet manner and maintain customer confidentiality
- Be highly organised and has the ability to multitask whilst maintaining an engaging, friendly and helpful attitude to customers



APPRENTICESHIP STANDARDS

- Anticipate customer needs and can adapt products and services to meet them
- Ensure interdepartmental and external communication provides good flow of information to meet and exceed customers' expectations
- Actively seek opportunities to make a great guest experience

Hospitality team members must select from one of the following specialist functions:

- Food and beverage service
- Alcoholic beverage service, which include Wine Service, Beer / Cask Ale, Cocktails / Mixology,
- Barista
- Food Production
- Concierge and guest services
- House-Keeping
- Reception
- Reservations
- Conference and Events Operations

End Point Assessment

- Synoptic knowledge test 90-minute multiple choice test.
- Practical observation Two-hour practical workplace observation. The IEPA will assess the apprentice in the workplace.
- Business project A project looking at an idea/opportunity to make improvements to the business.
- Professional discussion 40 minutes including 10 minutes to discuss the business project, face to face or via our online video conference

Entry requirements

Maths and English GCSE grade 3 and functional skills if required.

Methods of assessment

Portfolio and EPA and Functional Skills if required.

What can I do next?

Hospitality Supervision if in the right job role.

