

# Hospitality Team Member

## Apprenticeship Level 2

Every member of your hospitality team needs to excel at recognising customer needs, knowing how to match them to the products and services of your business and working as part of a team to ensure that every one of your customers feels welcomed and looked after. This important role in your operation needs to be done with care and skill, in keeping with the style of your operation.

Training someone up in-house to deliver to your standards is a great way of filling this important post. An apprenticeship is a smart, cost-effective way to do that – either recruiting a new member of staff as an apprentice or upskilling your existing staff. This particular apprenticeship is suitable for a range of establishments including 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 should be adaptable and ready to support team members across the business.

### Key Areas of Study

Your learner will cover essential knowledge, skills and behaviours on their programme, as set out below.

#### Quick Information:

#### New Apprenticeship Standard designed by employers for employers

**Sector:**

Hospitality

**Who is it for?**

New recruits and existing staff

**Start date:**

Flexible to suit employers

**Level:**

Level 2

**Duration:**

Minimum 12 months

**How does it work?**

Based in the workplace with tutor visits every 6 weeks

**Content:**

Designed to cover all essential knowledge, skills and behaviours

**Assessment:**

Multiple choice test, practical observation, business project and professional discussion at the end of the programme.

**Qualification:**

Hospitality Team Member Apprenticeship



## **Industry Knowledge**

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- Understand what hospitality means, the culture of the industry and why delivering a customer experience to meet and exceed customers' expectations is so important
- Appreciate the importance of hospitality behaviours such as personal conduct, being adaptable, using initiative and communicating with a diverse range of people
- Know the range of businesses that make up the hospitality industry, their differences and similarities and the variety of job roles and progression opportunities available

## **Knowledge and Understanding**

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### **Customer**

- Recognise customer profiles and how customers have different needs
- Understand the importance of meeting, and where possible, exceeding customer expectations in line with the business/brand standards
- Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services and provide value for money

### **People**

- Understand the importance of using appropriate methods of communication that are suitable for different situations and individuals' needs in a variety of hospitality contexts
- Know how to support and influence the team positively, recognising how team members are dependent on each other to meet business objectives
- Understand how to work with people from a range of backgrounds/cultures

### **Team Leading**

- Understand how to support the supervision of team members for example new and junior employees to assist line manager

### **Business**

- Know the businesses vision and values, main competitors, how it fits into the wider hospitality industry and how own work contributes to achieving targets
- Know how own role can minimise unnecessary financial loss to the business
- Understand how personal discipline in approach to work, for example time-keeping, attendance, personal appearance, personal presentation and conduct can have an impact on the business/brand reputation
- Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs
- Know how the business aims to increase its market share and compete against its competitors. E.g. unique selling points, promotions and marketing
- Understand how technology can enhance customer service and productivity
- Recognise and understand legislative responsibilities relating to the business and the products and / or services it offers
- Know how the activities in hospitality businesses can have a negative effect on the environment

## **Skills**

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### **Customer**

- Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs
- Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations
- Check that customers are satisfied with products and services and act on feedback in line with business procedures

### **People**

- Communicate accurately and effectively with others in line with the business culture to achieve the best result according to the situation
- 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
- 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

### **Team Leading**

- Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained

### **Business**

- Perform activities to positively promote business / brand standards and identify opportunities to increase sales and achieve customer loyalty
- Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss
- Prepare and organise own work effectively
- Clearly communicate relevant and useful information on products and services based on a clear understanding of customers' needs
- Actively promote the unique selling points of the business and special offers available and promotions to customers
- 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
- Comply with legal requirements to avoid risks, minimise disruption to the business and to maintain the safety and security of people at all times
- Work in a way that minimises negative effects on the environment for example by managing wastage in line with business procedures

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## **Behaviours / Attitude**

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### **Customer**

- Use own initiative and have confidence in determining customers' needs
- Take an enthusiastic and positive approach to providing excellent customer service
- Take feedback from customers seriously and actively improve own customer service in line with business / brand standards

### **People**

- Take a friendly and outgoing approach and enjoy talking and interacting with others, and communicating according to the business / brand standard
- Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team
- Operate in a fair and professional manner

### **Team leading**

- Demonstrate the ability and confidence to deputise for the line manager when necessary

### **Business**

- Proactively support the reputation of the business and be aware of how it compares with its competitors
- Carry out activities with consideration of their cost and value
- Organise own work and have the confidence to ask for guidance, fully participate in performance reviews and training and act on feedback relating to personal performance
- Confidently demonstrate a belief in the products / services the business offers
- Keep up to date with how the business positions itself within the wider hospitality industry
- Use technology responsibly and take an interest in new developments that relate to own job role
- Work with integrity in a safe, honest and trustworthy manner putting personal safety and that of others first
- Demonstrate personal commitment to minimising the negative affect on the environment caused by work activities

Your trainee hospitality team member must also select from one of the following specialist functions:

- Food and Beverage Service
- Alcoholic Beverage Service (three pathways: Wine Service, Beer/Cask Ale or Cocktails/Mixology)
- Barista
- Food Production
- Concierge and Guest Services
- House Keeping
- Reception
- Reservations
- Conference and Events Operations

## **Training, Tutoring and Assessment**

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The whole programme takes a minimum of 12 months to complete, at which point your apprentice can start their end point assessment. The pace at which the apprentice progresses will be driven by you and the apprentice. We will work closely with you to plan and deliver appropriate support and training. Your apprentice will mainly learn on the job, but training and one-to-one tutoring are a key part of the new apprenticeship standards, not just assessment, with more time on tutoring as part of the off-the-job training. Training and tutoring are delivered in the workplace with no requirement to attend the College.

You will carry out joint reviews with us at regular intervals to discuss progress. You can use your normal performance management processes to monitor the progress of the apprentice, provide feedback and guide development. Your apprentice will be expected to keep a portfolio to track their learning and development throughout the apprenticeship.

### **End Point Assessment**

In conjunction with the College, you will be asked to formally sign-off that the apprentice has met the minimum requirements for knowledge, skills and behaviours within the apprenticeship standard and confirm they are ready to move on to the end assessment, which will be measured as follows:

**On Demand Test** – A two-hour test made up of multiple choice questions covering the core knowledge, behaviours and skills detailed above.

**Practical Observation** – The four-hour observation will take place in your workplace, and the apprentice will demonstrate skills in all core areas as well as their specialist area.

**Business Project** – This will focus on an opportunity/challenge/idea which the apprentice considers will make an improvement to your business. The apprentice is expected to gather and review information and make recommendations to management in a 2,000-5,000 word report.

**Professional Discussion** – Once the first three assessments are complete, the apprentice can move onto the professional discussion, which will take 90 minutes. You will be present to support the apprentice and confirm information. The assessor will ask questions relating to the period of learning and development as well as personal growth and reflection.

For more information on the assessment for Hospitality Team Member

## Apprenticeship Entry Requirements

As the employer you can set your own requirements. Apprentices without Level 1 English and maths will need to achieve this Level, as well as take the test for Level 2 English and maths prior to taking the End Point Assessment. We will arrange the tutoring for these qualifications where required.

## Future/Other Opportunities

- Foundation Degree in Bakery and Patisserie
- Foundation Degree in Culinary Arts

## More Information

To find out more about the opportunities and financing of apprenticeships and to discuss your particular requirements, please email [employer@sheffcol.ac.uk](mailto:employer@sheffcol.ac.uk) or call **0114 260 2600** to speak to one of our friendly employer advisors.

## Why choose The Sheffield College?

As one of the region's largest providers of apprenticeships, The Sheffield College is more than just your local provider; we deliver the dedicated support you need to source, train and get the best out of your apprentice.

We appreciate how difficult and time consuming it can be to recruit staff. That's why, when you recruit an apprentice with us, our dedicated apprenticeship recruitment service, Job Connect, will advertise the vacancy, engage your candidates and even pre-screen them to make the process as easy as possible for you.

We help you get the best deal by finding the right funding and we handle the paperwork to make the process of arranging an apprenticeship training programme as smooth as possible. Our employer partnership team, apprenticeship tutors and assessment staff are experts, and we invest time and money in training and upskilling them regularly so their knowledge is up-to-date and industry standard.

At The Sheffield College we go above and beyond; we know that every business is different and we help to develop apprentices who will meet the needs of your business.

## Get In Touch

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