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# Role Profile

## Head of Food & Beverage

Role Title : Head of Food & Beverage

Hours of Work: 39 Hours Per Week

Salary: £40,000 - £45,000 per annum

Primary Purpose : To maximise sales revenue whilst ensuring quality customer experience in the Centre's food & beverage units

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Specialist  
Accountabilities  
:

*(broad  
parameters /  
stretch of role  
and not an  
exhaustive list of  
duties /  
responsibilities)*

1. To develop and deliver a 3 year plan for catering income generation
2. Develop and implement a plan for income generation across all Centre owned catering outlets - ensuring ambitious targets are met, delivering a year on year increase
3. Preparing a strategy for sustainable growth across the Centre's catering outlets
4. To collaborate with the Head Chef on menu development and costings across all units
5. Create attractive offers, opportunities and promotions across the catering offering to maximise sales
6. Full accountability for the recruitment, development and retention of a highly motivated and skilled kitchen brigade; front of house and associated staff
7. To maintain an up to date Food Safety policy and adhere to all legal requirements including all Standard Operating procedures, collaborating closely with Head Chef
8. Embed the Centre's cause for support within our food and beverage offers
9. To maintain the Centre's robust procurement policy to ensure all margins are met
10. To monitor all expenditure including payroll, purchasing and to take remedial action when necessary to ensure budgets are maintained
11. To implement any plans to enhance the food and beverage service offer across the Centre



Generic  
Accountabilities:  
(*broad  
parameters /  
stretch of role  
and not an  
exhaustive list of  
duties /  
responsibilities*)

1. Managing and developing strong relationships with current and potential suppliers
2. To mentor the team through the appraisal process and agree development plans in line with the Centre's budgeting cycle
3. To develop and agree the departmental budget in line with the Centre's budgeting cycle
4. Maximise the use of technology, such as Point One and Tessitura, to enhance customer development success
5. To introduce fresh vision and planning into the Centre's food & beverage offer, feeding into business planning and forecasting and ensuring it reflects our organisational values
6. Plan and co-ordinate joint working across the Centre to enhance our catering offer and its revenue. In particular the Marketing team to actively promote our offer; Development to ensure our cause for support is represented and fellow customer facing teams to enhance visitor experience and efficiencies
7. To develop and nurture a high performing food and beverage team, including the full range of line management responsibilities.
8. To have responsibility for Health & Safety of self, and others;

Success  
Measures:

***Success against -  
Financial targets  
Supporter retention and progression  
PDR and annual objectives  
Staff / Customer satisfaction and feedback***

Areas of  
Responsibility:

***ffresh, Caffi, C&B, Millennium Lounge and Bars and any other  
Centre venues as required.***

***Direct line reports – Head Chef and F&B Operations Manager***



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Please apply with a copy of your CV and covering letter detailing your experience and interest in the role by Thursday 24 May 2018 to [plsupport@wmc.org.uk](mailto:plsupport@wmc.org.uk). We welcome applications in Welsh or English

*\* Please note, Interviews will take place on either Monday 4 June or Tuesday 5 June 2018*

If you have any questions about the role or would like to discuss the role in more detail please contact Nia Elias at [nia.elias@wmc.org.uk](mailto:nia.elias@wmc.org.uk)

This role profile sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post.



# What We Are Looking For...

## Head of Food & Beverage

When preparing your written application you will need to provide evidence for the following essential and desirable competencies. In considering each, please use an example of where you have done this previously, either in a work or other situation.

**A. Knowledge and Experience** Please use **Level 4** of our values / competency framework as a guide

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Proven successful record of leading and managing multiple food & beverage units, preferably in an arts environment	X	
2.	Foster relationships to enhance overall operation of the business	X	
3.	Effective management track record; must have previously managed teams. Able to extract high performances from individuals and teams	X	
4.	Ability to create new ideas	X	
5.	Comfortable and motivated by working to targets. Demonstrable evidence of achieving personal targets	X	
6.	Create an environment for people to make decisions and be accountable	X	

**B. Skills and Abilities** Please use **Level 4** of our values / competency framework as a guide

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Encourage a creative culture	X	



2.	Exceptional interpersonal skills to build strong and lasting relationships with suppliers and regular customers	X	
3.	Motivated by success: ambitious; dynamic, persuasive and tenacious	X	
4.	Strong business acumen and excellent negotiation skills	X	
5.	Excellent numeracy skills including the ability to compile and analyse data, and to set and monitor budgets	X	
6.	Excellent business management skills; budget management, project management and time management	X	
7.	Strong team leader with good, open communication style, collaborative and sensitive for the need to share information with colleagues	X	

**C. Values** Please use **Level 4** of our values / competency framework as a guide

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Experience of managing, developing and motivating teams and of collaboration with internal teams and other stakeholders	X	
2.	Commitment in ensuring an imaginative approach is taken to valuing and developing Welsh culture and identity in all aspects of the Centre's activities	X	
3.	Continuously demonstrating the Centre values; incorporating in to your day to day achievements	X	

**D. Other** Please use **Level 4** of our values / competency framework as a guide

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	The ability to communicate through the medium of Welsh		X
2.	A commitment and passion for working in the arts	X	



3.	Ability and willingness to work outside normal office hours for events, performances and when required	X	
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**E. Qualifications** Please use **Level 4** of our values / competency framework as a guide

Please refer to how you meet these essential requirements in your application.

No		Essential	Desirable
1.	Educated to degree level or equivalent	X	

**F. Welsh Language**

Below outlines the Welsh Language skills required for this role, please refer to how you meet these *essential* requirements in your application (if applicable).

No		Essential	Desirable
1.	The ability to speak Welsh		X
2.	The ability to listen and understand conversations in Welsh		X
3.	The ability to write in Welsh		X
4.	The ability to read Welsh language material		X

Please refer to the competency framework, and identify on one sheet how you meet these essential requirements in your application.

	* Please refer to Competency Model	Assessment	Competency Level(s)
1.	* Being Reflective	Interview	4
2.	* Being Ambitious	Application	4
3.	* Being Innovative	Interview	4
4.	* Being Collaborative	Application	4
5.	* Being Accountable	Application	4



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