



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Bellhop/ Bell Attendant

Job Description

The Bellhop/Bell Attendant creates the first impression to arriving property guests/customers. He/She is well-groomed at all times and is confident and pleasant when interacting with guests/customers. His/Her duties include greeting guests/customers, directing them to the check-in desk, escorting them and carrying their luggage to their designated rooms. He/She will assist guests/customers with physical disabilities or special needs at the entrance or lobby if required. He/She ensures the safety and security of all guests/customers' belongings and manage mails/faxes/couriered items. The Bellhop/Bell Attendant needs to work in shift work environment and expected to multi-task. He/She is required to perform manual duties such as lifting of luggage.

The Bellhop/Bell Attendant is also responsible for explaining the amenities and facilities of the property's room to guests/customers. A well-rounded knowledge of the tourist areas around the property is required to provide general direction and tourist information to guests/customers accurately. Depending on the size and manpower needs of the property, he/she may be required to run errands or perform supporting duties for other department(s).

Skills Category

Skills

Customer Experience

- ◆ Assist Guests/Customers with Special Needs
- ◆ Project a Positive and Professional Image
- ◆ Provide Go-the-Extra-Mile Service

Front Office Operations and Services

- ◆ Provide Bell Services

Infocomm Technology

- ◆ Use Essential Functions of a Mobile Device

Leadership

- ◆ Demonstrate the Service Vision

People and Relationship Management

- ◆ Communicate and Relate Effectively at the Workplace

Personal Management and Development

- ◆ Adapt to Change
- ◆ Apply Emotional Competence to Manage Self at the Workplace

Workplace Safety and Security

- ◆ Provide Workplace Safety and Security



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Bell Captain

Job Description

As a senior member of the Bell Services, the Bell Captain orchestrates a professional and memorable service experience for all guests/customers and ensures the property's service standards are met or exceeded. He/She has knowledge of all the property's departments through regular communication and meetings and could be involved in security matters in the property. The Bell Captain's key responsibilities include coordinating all bell services such as luggage service and storage, message service and assigning work duties and schedules of Bell Attendants/Bell Hops. He/She oversees the grooming of the bell staff and inspects their attire. He/She is required to have a well-groomed and immaculate appearance with a pleasant disposition.

The Bell Captain may be required to perform manual duties which involve a lot of walking and lifting of luggage. He/She is preferred to have prior working experience as a Bell Attendant/Bell Hop. He/She acts as a mentor to coach the bell staff on their performance and all aspects of bell services. The Bell Captain is a good communicator to interact with culturally diverse guests/customers, and attend to their enquiries and complaints effectively

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Solve Problems and Make Decisions at Operations Level

Customer Experience

- ◆ Handle Guests/Customers' Concerns and Feedback
- ◆ Promote Tourism
- ◆ Respond to Service Challenges

Front Office Operations and Services

- ◆ Monitor Bell Services

Infocomm Technology

- ◆ Perform Essential Online Functions
- ◆ Use Basic Functions and Applications of a Computer

People and Relationship Management

- ◆ Work in a Diverse Service Environment
- ◆ Work in a Team

Planning and Implementation

- ◆ Handle Basic Administrative Duties
- ◆ Implement Operations for Service Excellence



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Front Office Agent(Officer)/ Guest Relation(s) Agent(Officer)/ Guest Service(s) Agent(Officer)/ Call Centre Agent(Officer)

Job Description

The Front Office Agent(Officer)/Guest Relation(s) Agent(Officer)/Guest Service(s) Agent(Officer)/Call Centre Agent(Officer) directly addresses the needs of all guests/customers and ensures an exceptional guest/customer experience. He/She treats guests/customers with respect and handles room reservations or walk-in requests, registration procedures and guest/customer complaints with professionalism to promote a positive impression. He/She also works closely with the rooms division and other departments in keeping room status reports up-to-date. He/She also performs cashier-related functions such as posting charges to guest/customer accounts and assisting guests/customers with foreign currency exchange services.

The Front Office Agent(Officer)/Guest Relation(s) Agent(Officer)/Guest Service(s) Agent(Officer)/Call Centre Agent(Officer) should have a working knowledge of property management system to aid in the various job functions. He/She should be well versed in the property's standard procedures, current products, services, promotions, local events, activities and operating hours of establishments. He/She must be knowledgeable to present pricing options and alternatives to meet guests/customers' requests and use suggestive selling techniques to promote other services of the property when appropriate.

The team member from the call centre also handles all incoming calls from internal or external parties to address the needs of all guests/customers. He/She ensures that every call received is attended to promptly and pleasantly, takes messages accurately and delivers all wake-up calls request timely in accordance with organisational guidelines. He/She also coordinates with food and beverage and other departments to take order of room services from guests/customers and ensures all charges related to call services are posted to guests/customers' accounts accurately.

Good communication, interpersonal skills, active listening and showing empathy, are essential in order to excel in this job role.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Solve Problems and Make Decisions at Operations Level

Customer Experience

- ♦ Handle Guests/Customers' Concerns and Feedback
- ♦ Promote Tourism
- ♦ Respond to Service Challenges

Front Office Operations and Services

- ♦ Provide Front Office Services
- ♦ Provide One-Stop Services
- ♦ Provide Switchboard Services

Infocomm Technology

- ♦ Apply Software Systems in Hospitality Management
- ♦ Perform Essential Online Functions
- ♦ Use Basic Functions and Applications of a Computer

People and Relationship Management

- ♦ Work in a Diverse Service Environment
- ♦ Work in a Team

Planning and Implementation

- ♦ Handle Basic Administrative Duties
- ♦ Implement Operations for Service Excellence

Reservations Management

- ♦ Provide Reservation Services

Sales and Marketing

- ♦ Apply Upselling and Suggestive Selling Techniques



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Club Floor Agent(Officer)

Job Description

The Club Floor Agent(Officer) coordinates the daily operations of the club rooms or suites and club lounge to provide a warm and efficient guest/customer service to club floor guests/customers. He/She greets club floor guests/customers arriving at the property, conducts room checks, prepares the distribution of guests/customers' amenities and performs the registration and checkout processes. He/She also attends to guest/customer phone requests, provides general local information when required. He/She also gathers feedback on club lounge menu and services which would be reported to the management for improving guest/customer experiences.

Good communication, interpersonal skills with effective multi-tasking, time management and problem solving skills are required of a Club Floor Agent(Officer) in managing guests/customers' complaints and enquiries efficiently. He/She is required to coordinate with other departments to create a welcoming and quality experience for club floor guests/customers. The Club Floor Agent(Officer) needs to possess a pleasant and sociable disposition in building a close rapport with all guests/customers even beyond their stay at the property. It is also essential for the Club Floor Agent(Officer) to have basic knowledge and skills in food and beverage to facilitate club floor functions and events.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Solve Problems and Make Decisions at Operations Level

Customer Experience

- ◆ Handle Guests/Customers' Concerns and Feedback
- ◆ Promote Tourism
- ◆ Respond to Service Challenges

Food and Beverage*

- ◆ Follow Food and Beverage Safety and Hygiene Policies and Procedures
- ◆ Prepare Alcoholic Beverage for Service
- ◆ Prepare and Serve Cold Beverages
- ◆ Prepare and Serve Hot Beverages
- ◆ Provide Essentials of Dining Room Service

Front Office Operations and Services

- ◆ Provide Club Floor Services

Infocomm Technology

- ◆ Apply Software Systems in Hospitality Management
- ◆ Perform Essential Online Functions
- ◆ Use Basic Functions and Applications of a Computer

People and Relationship Management

- ◆ Work in a Diverse Service Environment
- ◆ Work in a Team

Planning and Implementation

- ◆ Conduct Stocktaking
- ◆ Handle Basic Administrative Duties
- ◆ Implement Operations for Service Excellence

Sales and Marketing

- ◆ Apply Upselling and Suggestive Selling Techniques

* Skills Category/Skills of Food and Beverage is subject to change



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Butler

Job Description

The Butler ensures a pleasant and impeccable service experience by personally attending to guests/customers' needs and requests. Primary responsibilities include coordinating amenity deliveries, replenishment of room amenities, attending to errands assigned by guests/customers, food and beverage related duties and household management in luxurious suites. He/She should be patient and composed, able to work under stressful situations and tight time constraints at all times.

The Butler should have a fundamental knowledge of formal etiquettes and international protocols for addressing Royalty, Head of States, prominent corporate delegates and VIPs. He/She works closely with other butlers and departments to meet guests/customers' requests. He/she is also required to handle in-room services such as in-room dining, laundry, garment pressing and shoe shine services. Due to the high level of guest interface, the Butler should have excellent communication skills, active listening skills to anticipate and manage guests/customers' requests. He/She is required to be resourceful in resolving any challenges faced and be knowledgeable of major local features and local events/activities to deliver exceptional guest/customer experiences.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Demonstrate Initiative and Enterprising Behaviours

Communications

- ◆ Identify and Establish Internal and External Stakeholder Relationships

Customer Experience

- ◆ Establish Relationships for Customer Confidence
- ◆ Monitor Guest/Customer Experience
- ◆ Resolve Guests/Customers' Concerns and Feedback

Food and Beverage*

- ◆ Prepare and Serve Wine
- ◆ Provide Essentials of Dining Room Service
- ◆ Provide Room Service
- ◆ Provide Specialty Coffee Service
- ◆ Provide Specialty Tea Service

Front Office Operations and Services

- ◆ Provide Butler Service

Infocomm Technology

- ◆ Perform Online Collaboration

Information and Results

- ◆ Acquire Industry Knowledge

Leadership

- ◆ Role Model the Service Vision

People and Relationship Management

- ◆ Facilitate Effective Communication and Engagement at the Workplace

Personal Management and Development

- ◆ Apply Emotional Competence to Manage Self and Team at the Workplace

* Skills Category/Skills of Food and Beverage is subject to change



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Concierge

Job Description

The Assistant Concierge delivers outstanding guest/customer service by extending warm greetings to guests/customers and assisting them with transportation, restaurant, tours and entertainment requests professionally. The Assistant Concierge should have working knowledge of the property management system to aid in his/her job functions. He/She should be resourceful with local features, eateries and major attractions, as well as events/activities within and beyond the property.

The Assistant Concierge should be a personable and approachable individual with good interpersonal skills. He/She must be able to thrive in a fast-paced, shift work environment and has the ability to analyse, evaluate and solve problems. He/She mentors junior team members and performs clerical duties when required. The Assistant Concierge is also expected to assist arriving/departing guests/customers with luggage deliveries, luggage storage and room changes. Feedback from guests/customers and other departments would be gathered and reported to the Chef Concierge/Supervisor. He/She should be aware of the property's safety regulations and support any other workplace safety initiatives, as approved by the management.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Demonstrate Initiative and Enterprising Behaviours

Communications

- ◆ Identify and Establish Internal and External Stakeholder Relationships

Customer Experience

- ◆ Establish Relationships for Customer Confidence
- ◆ Monitor Guest/Customer Experience
- ◆ Resolve Guests/Customers' Concerns and Feedback

Front Office Operations and Services

- ◆ Provide Concierge and Uniformed Services

Infocomm Technology

- ◆ Perform Online Collaboration

Information and Results

- ◆ Acquire Industry Knowledge

Leadership

- ◆ Role Model the Service Vision

People and Relationship Management

- ◆ Coach and Motivate a Diverse Workforce
- ◆ Facilitate Effective Communication and Engagement at the Workplace

Personal Management and Development

- ◆ Apply Emotional Competence to Manage Self and Team at the Workplace



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Front Office Executive (Supervisor)/ Guest Relation(s) Executive (Supervisor)/ Guest Service(s) Executive (Supervisor)/ Call Centre Executive (Supervisor)

Job Description

The Front Office Executive(Supervisor)/Guest Relation(s) Executive(Supervisor)/Guest Service(s) Executive(Supervisor)/Call Centre Executive(Supervisor) works under leadership and managerial roles of front office to manage all aspects of the front office or call centre functions, in accordance with the property's service standards. He/She must be a friendly and outgoing individual and possess excellent communication and problem-solving skills. A competent working knowledge of the property management system is advantageous.

He/She performs tasks such as welcoming and escorting guests/customers, addressing and rectifying guests/customers' concerns and complaints, monitoring cleanliness and sanitation of assigned work areas and providing information on the property's amenities and services. He/She briefs all departments on guests/customers' requirements and generates daily operations reports and pertinent guest/customer statistics. He/She also performs office duties such as coordinating with other departments, keeping records of staff work schedules and cash accounting for the front desk.

The team member from the call centre supervises the switchboard services and related call services.

The Front Office Executive(Supervisor)/Guest Relation(s) Executive(Supervisor)/Guest Service(s) Executive(Supervisor)/Call Centre Executive(Supervisor) is also required to mentor, guide and provide coaching support to the junior team members. In the absence of the Front Office Manager and other Senior Managers, he/she is responsible for the smooth operations of the front office.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Read and Interpret Operational Reports
- ♦ Solve Problems and Make Decisions at Supervisory Level

Customer Experience

- ♦ Establish Relationships for Customer Confidence
- ♦ Manage Guests/Customers' Concerns and Feedback

Environmental Sustainability

- ♦ Implement Sustainable Operations Using Green Initiatives

Front Office Operations and Services

- ♦ Supervise Front Office Operations
- ♦ Supervise One-Stop Services
- ♦ Supervise Switchboard Services

Infocomm Technology

- ♦ Perform Online Collaboration

Information and Results

- ♦ Acquire Industry Knowledge

Innovation

- ♦ Contribute to Innovation Process within own Scope of Work in Business Unit

Leadership

- ♦ Lead Team to Develop Operational Plan
- ♦ Role Model the Service Vision

People and Relationship Management

- ♦ Coach for Service Performance
- ♦ Cultivate Workplace Relationships and Diversity
- ♦ Manage a Diverse Service Environment

People Management

- ♦ Develop and Motivate Team Members through Capability Development

Personal Management and Development

- ♦ Develop Personal Effectiveness at Supervisory Level

Planning and Implementation

- ♦ Assign Work
- ♦ Display Critical Thinking and Analytical Skills
- ♦ Implement Loss/Risk Prevention
- ♦ Manage Operations for Service Excellence
- ♦ Support Strategic and Operational Plans

Workplace Safety and Security

- ♦ Monitor Workplace Safety and Security



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Club Floor Executive (Supervisor)

Job Description

The Club Floor Executive(Supervisor) serves as the main point of contact for club floor guests/customers. He/She is involved in maintaining the club floor and attending the needs and well-being of guests/customers by providing an efficient and responsive service. He/She should possess a warm, pleasant personality and have a good knowledge of club floor amenities and food and beverage services. The Club Floor Executive(Supervisor) welcomes and acknowledges all club floor guests/customers, and works closely with other departments to carry out check-in processes and room preparation.

The Club Floor Executive(Supervisor) disseminates important operations information to immediate team members and relevant departments as well as follow through discussions on assignments given to them. Department files and records are also maintained for effective operations and archive. The Club Floor Supervisor(Executive) must be able to multi-task, problem-solve and demonstrate good communication and interpersonal skills to serve culturally diverse guests/customers and work with other departments. In the absence of the Club Floor Manager, the Club Floor Supervisor(Executive) is responsible for the daily operations of the club floor.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Read and Interpret Operational Reports
- ♦ Solve Problems and Make Decisions at Supervisory Level

Customer Experience

- ♦ Establish Relationships for Customer Confidence
- ♦ Manage Guests/Customers' Concerns and Feedback

Environmental Sustainability

- ♦ Implement Sustainable Operations Using Green Initiatives

Food and Beverage*

- ♦ Provide Advanced Dining Room Service

Front Office Operations and Services

- ♦ Supervise Club Floor Services

Infocomm Technology

- ♦ Perform Online Collaboration

Information and Results

- ♦ Acquire Industry Knowledge

Innovation

- ♦ Contribute to Innovation Process within own Scope of Work in Business Unit

Leadership

- ♦ Lead Team to Develop Operational Plan
- ♦ Role Model the Service Vision

People and Relationship Management

- ♦ Coach for Service Performance
- ♦ Cultivate Workplace Relationships and Diversity
- ♦ Manage a Diverse Service Environment

People Management

- ♦ Develop and Motivate Team Members through Capability Development

Personal Management and Development

- ♦ Develop Personal Effectiveness at Supervisory Level

Planning and Implementation

- ♦ Assign Work
- ♦ Display Critical Thinking and Analytical Skills
- ♦ Implement Loss/Risk Prevention
- ♦ Manage Operations for Service Excellence
- ♦ Support Strategic and Operational Plans

Workplace Safety and Security

- ♦ Monitor Workplace Safety and Security

* Skills Category / Skills of Food and Beverage is subject to change



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Butler Supervisor

Job Description

The Butler Supervisor coordinates and monitors all Butler tasks to ensure caring, thoughtful and dedicated personalised service is provided at all times in accordance with organisational procedures. The Butler Supervisor should have a good knowledge of social etiquettes and formal service, as well as cultural and luxury awareness to supervise and participate in proper table setting, household management, and butler services such as packing and unpacking of luggage, garment pressing, and shoeshine.

The Butler Supervisor motivates, coaches and mentors the Butlers to strive for exceptional personalised guest/customer services. He/She must be creative, intuitive, detail-oriented and attentive in anticipating the needs of VIP guests/customers and respond calmly to any challenging situation. The Butler Supervisor must also be able to multi-task, problem-solve and demonstrate good communication skills in order to foster a positive working environment for both internal and external stakeholders.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Read and Interpret Operational Reports
- ◆ Solve Problems and Make Decisions at Supervisory Level

Customer Experience

- ◆ Manage Guest/Customer Experience
- ◆ Manage Guests/Customers' Concerns and Feedback

Environmental Sustainability

- ◆ Implement Sustainable Operations Using Green Initiatives

Food and Beverage*

- ◆ Provide Advanced Dining Room Service

Innovation

- ◆ Contribute to Innovation Process within own Scope of Work in Business Unit

Leadership

- ◆ Lead Team to Develop Operational Plan

People and Relationship Management

- ◆ Coach for Service Performance
- ◆ Cultivate Workplace Relationships and Diversity
- ◆ Manage a Diverse Service Environment

People Management

- ◆ Develop and Motivate Team Members through Capability Development

Personal Management and Development

- ◆ Develop Personal Effectiveness at Supervisory Level

Planning and Implementation

- ◆ Assign Work
- ◆ Display Critical Thinking and Analytical Skills
- ◆ Implement Loss/Risk Prevention
- ◆ Manage Operations for Service Excellence
- ◆ Support Strategic and Operational Plans

Sales and Marketing

- ◆ Develop Product Knowledge

Workplace Safety and Security

- ◆ Monitor Workplace Safety and Security

* Skills Category/Skills of Food and Beverage is subject to change



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Concierge

Job Description

The Concierge serves as the point of contact for property guests/customers by providing guidance and assistance during their stay. The Concierge proactively anticipates and meets the needs of guests/customers by making reservations, planning special events, parties and meetings, delivering luggage and mail and providing information about local features such as shopping, dining, nightlife and recreational activities. He/She also supervises junior team members by assigning errands, inspecting their neatness and attitude in providing excellent guest/customer services and coaching them on their performance and training activities.

The Concierge should be a personable and friendly individual with excellent communication and interpersonal skills. He/She must be able to thrive in a fast-paced environment and observe strict deadline, to handle varied and diverse needs of guests/customers with empathy. He/She should have a good thorough knowledge of the property management system or other property reservation software. The Concierge is also responsible for performing secretarial and office duties, lobby maintenance, and supporting other departments as required.

Skills Category

Skills

Analytical, Conceptual and Evaluative	<ul style="list-style-type: none"> ♦ Read and Interpret Operational Reports ♦ Solve Problems and Make Decisions at Supervisory Level
Customer Experience	<ul style="list-style-type: none"> ♦ Manage Guests/Customers' Concerns and Feedback
Environmental Sustainability	<ul style="list-style-type: none"> ♦ Implement Sustainable Operations Using Green Initiatives
Front Office Operations and Services	<ul style="list-style-type: none"> ♦ Supervise Concierge and Uniformed Services
Innovation	<ul style="list-style-type: none"> ♦ Contribute to Innovation Process within own Scope of Work in Business Unit
Leadership	<ul style="list-style-type: none"> ♦ Lead Team to Develop Operational Plan
People and Relationship Management	<ul style="list-style-type: none"> ♦ Coach for Service Performance ♦ Cultivate Workplace Relationships and Diversity ♦ Manage a Diverse Service Environment
People Management	<ul style="list-style-type: none"> ♦ Develop and Motivate Team Members through Capability Development
Personal Management and Development	<ul style="list-style-type: none"> ♦ Develop Personal Effectiveness at Supervisory Level
Planning and Implementation	<ul style="list-style-type: none"> ♦ Assign Work ♦ Display Critical Thinking and Analytical Skills ♦ Implement Loss/Risk Prevention ♦ Manage Operations for Service Excellence ♦ Support Strategic and Operational Plans
Workplace Safety and Security	<ul style="list-style-type: none"> ♦ Monitor Workplace Safety and Security



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Guest Relation(s) Manager/ Guest Service(s) Manager/ Call Centre Manager

Job Description	Skills Category	Skills
<p>The Guest Relation(s) Manager/Guest Service(s) Manager/Call Centre Manager coordinates the daily operations, activities and training of the front office or call centre. He/She oversees all facets of the guest/customer experience in the property. He/She manages the communication between guests/customers and team members, builds rapport with regular and returning guests/customers, and ensures all guests/customers' needs are attended promptly with great care. He/She needs to track the response of the guests/customers to provide appropriate follow up. The Guest Relation(s) Manager/Guest Service(s) Manager/Call Centre Manager is also responsible for coaching the team in accordance to the property's standards, and ensuring that they carry out their assigned duties well.</p> <p>The Guest Relation(s) Manager/Guest Service(s) Manager/Call Centre Manager also conduct staff meetings with team members and other departments on reviews of property's standards, guest/customer service targets, departmental procedures and operating issues to improve team capabilities and service quality. He/She should have the ability to attend to and manage guests/customers' requests in a courteous manner, and possess current, detailed information about the property and city areas to present options for guests/customers. He/She may be required to support front desk or call centre operations such as registration (check-in or check-out), room availability and inventory, and oversee marketing initiatives to uphold the highest level of guest/customer satisfaction.</p>	Analytical, Conceptual and Evaluative	<ul style="list-style-type: none"> Facilitate the Implementation of a Productivity Framework Foster Initiative and Enterprise in Teams Solve Problems and Make Decisions at Managerial Level
	Business Continuity Management	<ul style="list-style-type: none"> Conduct Business Continuity Exercise and Test
	Change Management	<ul style="list-style-type: none"> Facilitate Innovation and Lead Team Leaders to Implement Change
	Customer Experience	<ul style="list-style-type: none"> Develop Service Recovery Framework Manage Guest/Customer Experience Manage the Service Brand
	Front Office Operations and Services	<ul style="list-style-type: none"> Manage One-Stop Services Monitor Front Office Operations
	Infocomm Technology	<ul style="list-style-type: none"> Use ICT for Knowledge Management
	Innovation	<ul style="list-style-type: none"> Foster Service Innovation
	People and Relationship Management	<ul style="list-style-type: none"> Develop a Work Team Lead Workplace Communication and Engagement
	People Management	<ul style="list-style-type: none"> Conduct Staff Performance Assessment Process
	Personal Management and Development	<ul style="list-style-type: none"> Foster Team Adaptability Manage Workplace Challenges with Resilience
	Planning and Implementation	<ul style="list-style-type: none"> Manage and Review Systems and Processes
	Results Achievement	<ul style="list-style-type: none"> Monitor and Reward Performance in a Team to Support Achievement of Results
	Risk Management	<ul style="list-style-type: none"> Comply with Legal Requirements in a Lodging Property Manage Loss/Risk Prevention
	Sales and Marketing	<ul style="list-style-type: none"> Manage Customer Acquisition and Retention Programmes Manage Relationship with Customers



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Club Floor Manager

Job Description

The Club Floor Manager oversees all aspects of the club floor and ensures the satisfaction of all guests/customers' needs. The Club Floor Manager should have an affable personality and communicate well. He/She is involved in meeting and greeting guests/customers, responding to guest/customer requests, building rapport with guests/customers, assisting guests/customers with complaints and resolving and communicating all guest/customer service issues to the Front Office Manager. He/She also conducts routine checks on early departures/late arrivals, works with other departments to coordinate VIP arrivals and manages the facilities of club floor. Moreover, He/she holds regular staff meetings to review operations procedures and issues of club floor such as property's standards, guest service targets, service satisfaction measures as well as areas of improvement or development.

The Club Floor Manager also works with other departments to coordinate VIP arrivals and ensures that team members have a current knowledge of property products, services and pricing. The Club Floor Manager should actively guide and direct the whole team to ensure consistency of standards and a high level of performance and service delivery. He/She also supports the recruitment, training and capability development of club floor team. In the absence of the Front Office Manager, the Club Floor Manager takes full responsibility and accountability for the club floor.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- Facilitate the Implementation of a Productivity Framework
- Foster Initiative and Enterprise in Teams
- Solve Problems and Make Decisions at Managerial Level

Change Management

- Facilitate Innovation and Lead Team Leaders to Implement Change

Customer Experience

- Develop Service Recovery Framework
- Manage Guest/Customer Experience
- Manage the Service Brand

Front Office Operations and Services

- Manage Club Floor Services

Infocomm Technology

- Use ICT for Knowledge Management

Innovation

- Foster Service Innovation

People and Relationship Management

- Develop a Work Team
- Lead Workplace Communication and Engagement

People Management

- Conduct Staff Performance Assessment Process

Personal Management and Development

- Foster Team Adaptability
- Manage Workplace Challenges with Resilience

Planning and Implementation

- Manage and Review Systems and Processes

Results Achievement

- Monitor and Reward Performance in a Team to Support Achievement of Results

Risk Management

- Comply with Legal Requirements in a Lodging Property
- Manage Loss/Risk Prevention

Sales and Marketing

- Manage Customer Acquisition and Retention Programmes
- Manage Relationship with Customers



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Chef Concierge

Job Description

The Assistant Chef Concierge assists Chef Concierge/Front Office Manager to oversee the operations of the lobby concierge and guest/customer services in accordance with property's policies and standards. He/She demonstrates responsibility and resourcefulness to ensure that team members operate at peak efficiency and uphold a professional demeanour to provide an optimum level of service and communication at all times. The Assistant Chef Concierge serves the needs of guests/customers by running errands, handling luggage, coordinating guest/customer requests with designated vendors and carrying out special guest/customer requests and events assigned by the management. He/She has a hands-on approach to operations and is expected to support the Chef Concierge to manage the operational and staff matters of the concierge team and promote concierge services to other departments.

The Assistant Chef Concierge anticipates the needs of guests/customers and directs the team to provide quality and unique experiences to guests/customers. He/She monitors the team's performance constantly in all aspects of service and job functions, ensuring that all procedures are carried out in accordance with departmental standards and rectifies any deficiencies with the respective team member. He/She also assists the lobby concierge with their job functions and identifies training gaps in the team for capability development. The Assistant Chef Concierge exhibits the passion to deliver exceptional levels of guest/customer services and has the ability to respond to a range of different work situations under demanding conditions.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Facilitate the Implementation of a Productivity Framework
- ◆ Foster Initiative and Enterprise in Teams
- ◆ Solve Problems and Make Decisions at Managerial Level

Change Management

- ◆ Facilitate Innovation and Lead Team Leaders to Implement Change

Communications

- ◆ Conduct Interviews
- ◆ Present Information

Customer Experience

- ◆ Manage Guest/Customer Experience
- ◆ Manage the Service Brand

Finance

- ◆ Prepare Budget for the Business Unit

Front Office Operations and Services

- ◆ Manage Concierge and Uniformed Services

Infocomm Technology

- ◆ Use ICT for Knowledge Management

Innovation

- ◆ Foster Service Innovation

People and Relationship Management

- ◆ Develop a Work Team
- ◆ Lead Workplace Communication and Engagement

Personal Management and Development

- ◆ Foster Team Adaptability
- ◆ Manage Workplace Challenges with Resilience

Planning and Implementation

- ◆ Apply Project Management Techniques
- ◆ Manage and Review Systems and Processes

Risk Management

- ◆ Comply with Legal Requirements in a Lodging Property
- ◆ Manage Loss/Risk Prevention

Sales and Marketing

- ◆ Manage Customer Acquisition and Retention Programmes
- ◆ Manage Relationship with Customers



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Duty Manager

Job Description

The Duty Manager works under the supervision of the Front Office Manager to oversee the day-to-day operations of the front office, including the night shift if applicable, ensuring the smooth delivery of exceptional services to property guests/customers. The Duty Manager often meets or liaises with other executives/managers of the various departments to satisfy guest/customer requests, handle VIP arrivals, collaborate effectively on usage of function rooms and catering, and manage undesirable conduct or demanding issues of guests/customers.

The Duty Manager is required to have a good working knowledge of the property management system or other property reservation software to meet the challenging demands of his/her work responsibilities and may be required to assist in front desk, concierge, reservations, housekeeping and food and beverage operations. He/She also gathers feedback, analyses sector trends and potential guests/customers to suggest appropriate proposals to enhance revenue and hospitality experiences. The Duty Manager is involved in supervising and guiding the front office team and coordinating the team's work schedules. He/She should have the ability to work in a fast-paced environment and manage the multifarious operational concerns and expectations.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Facilitate the Implementation of a Productivity Framework
- ◆ Foster Initiative and Enterprise in Teams
- ◆ Solve Problems and Make Decisions at Managerial Level

Business Continuity Management

- ◆ Manage Crisis Situations

Change Management

- ◆ Facilitate Innovation and Lead Team Leaders to Implement Change

Communications

- ◆ Conduct Interviews
- ◆ Present Information

Customer Experience

- ◆ Develop Service Recovery Framework
- ◆ Manage Guest/Customer Experience
- ◆ Manage the Service Brand

Front Office Operations and Services

- ◆ Manage Front Office Operations

Infocomm Technology

- ◆ Use ICT for Knowledge Management

Innovation

- ◆ Foster Service Innovation

People and Relationship Management

- ◆ Develop a Work Team
- ◆ Lead Workplace Communication and Engagement

People Management

- ◆ Conduct Staff Performance Assessment Process

Personal Management and Development

- ◆ Foster Team Adaptability
- ◆ Manage Workplace Challenges with Resilience

Planning and Implementation

- ◆ Manage and Review Systems and Processes

Results Achievement

- ◆ Monitor and Reward Performance in a Team to Support Achievement of Results

Risk Management

- ◆ Comply with Legal Requirements in a Lodging Property
- ◆ Manage Loss/Risk Prevention

Sales and Marketing

- ◆ Manage Customer Acquisition and Retention Programmes
- ◆ Manage Relationship with Customers



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Head Butler/ Butler Manager

Job Description

The Head Butler/Butler Manager oversees all aspects of the butler department, including capability development and people management. The main duties and responsibilities of the Head Butler/Butler Manager include ensuring that all butlers under his supervision report to their daily assignments on time are properly groomed and dressed, and have knowledge of in-suite services, technology and amenities. He/She trains butlers in their performance and work-related activities, leading and conducting regular inspections of all butler areas including occupied and non-occupied rooms and working with other operating departments, notably the front office, to manage VIP guest/customer requests.

The Head Butler/Butler Manager makes certain that all food and beverage needs of the guest/customers are met. The Head Butler/Butler Manager also offers guest/customer assistance with the packing and unpacking of luggage if required and monitors VIP guest/customer arrivals so that special arrangements such as fruit baskets, flowers or other amenities are ready upon arrival. The Head Butler/Butler Manager should have excellent knowledge of the property's products, services, protocols of receiving Royalty, Heads of States, prominent corporate delegates or VIPs, on top of department policies and procedures to ensure flawless uncompromised and personalised service is rendered. He/She has to be diplomatic with outstanding problem-solving skills to attend to challenging situations and perform service recovery.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Facilitate the Implementation of a Productivity Framework
- ◆ Foster Initiative and Enterprise in Teams
- ◆ Solve Problems and Make Decisions at Managerial Level

Business Continuity Management

- ◆ Manage Crisis Situations

Change Management

- ◆ Facilitate Innovation and Lead Team Leaders to Implement Change

Communications

- ◆ Conduct Interviews
- ◆ Present Information

Customer Experience

- ◆ Create Guest/Customer Experience
- ◆ Develop Service Recovery Framework
- ◆ Manage the Service Brand

Finance

- ◆ Prepare Budget for the Business Unit

Front Office Operations and Services

- ◆ Manage Butler Services

Infocomm Technology

- ◆ Use ICT for Knowledge Management

Innovation

- ◆ Foster Service Innovation

People and Relationship Management

- ◆ Develop a Work Team
- ◆ Lead Workplace Communication and Engagement

People Management

- ◆ Conduct Staff Performance Assessment Process

Personal Management and Development

- ◆ Foster Team Adaptability
- ◆ Manage Workplace Challenges with Resilience

Planning and Implementation

- ◆ Apply Project Management Techniques
- ◆ Manage and Review Systems and Processes

Results Achievement

- ◆ Monitor and Reward Performance in a Team to Support Achievement of Results

Risk Management

- ◆ Comply with Legal Requirements in a Lodging Property
- ◆ Manage Loss/Risk Prevention

Sales and Marketing

- ◆ Manage Customer Acquisition and Retention Programmes
- ◆ Manage Relationship with Customers



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Chef Concierge

Job Description

The Chef Concierge manages all aspects of the concierge operations to ensure that the team is functioning at its peak efficiency in accordance with property's policies and standards. The Chef Concierge has a hands-on approach to operations by serving the needs of guests/customers through interaction, running errands, handling luggage, coordinating guest/customer requests with designated vendors and carrying out special requests such as wedding proposals or anniversaries when required. He/she is expected to manage the daily roster, training, discipline and performance of all concierge team members.

The Chef Concierge ensures all departments are aware of all guests/customers' needs and information prior to arrival and implements a concierge service which will lead to a unique, memorable and personal stay for guests/customers. He/she is also responsible for internal marketing to other departments, to inform and update them of concierge services. He/She sets departmental goals, manages cost control and inventories, attends monthly management meetings and works closely with all internal and external stakeholders to promote positive relations and foster a cooperative working environment to maximise productivity and morale of the team. The Chef Concierge is required to be a great communicator with excellent guest/customer service skills to deal with exceptional requests and culturally diverse guests/customers. Due to the ever-changing demands of guests/customers, he/she has to be well-informed of the latest tourist attractions, hospitality trends and constantly innovating new ideas in promoting the property's services, facilities and products.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ◆ Facilitate the Implementation of a Productivity Framework
- ◆ Foster Initiative and Enterprise in Teams
- ◆ Solve Problems and Make Decisions at Managerial Level

Business Continuity Management

- ◆ Manage Crisis Situations

Change Management

- ◆ Facilitate Innovation and Lead Team Leaders to Implement Change

Communications

- ◆ Conduct Interviews
- ◆ Present Information

Customer Experience

- ◆ Create Guest/Customer Experience
- ◆ Develop Service Recovery Framework
- ◆ Manage the Service Brand

Finance

- ◆ Prepare Budget for the Business Unit

Front Office Operations and Services

- ◆ Manage Concierge and Uniformed Services

Infocomm Technology

- ◆ Use ICT for Knowledge Management

Innovation

- ◆ Foster Service Innovation

Leadership

- ◆ Lead Team Leaders to Develop Business Strategies and Governance Management

People and Relationship Management

- ◆ Develop a Work Team
- ◆ Lead Workplace Communication and Engagement

People Management

- ◆ Conduct Staff Performance Assessment Process
- ◆ Develop Team Leaders through Capability Development and Coaching

Personal Management and Development

- ◆ Foster Team Adaptability
- ◆ Manage Workplace Challenges with Resilience

Planning and Implementation

- ◆ Apply Project Management Techniques
- ◆ Manage and Review Systems and Processes

Results Achievement

- ◆ Monitor and Reward Performance in a Team to Support Achievement of Results

Risk Management

- ◆ Comply with Legal Requirements in a Lodging Property
- ◆ Manage Loss/Risk Prevention

Sales and Marketing

- ◆ Manage Customer Acquisition and Retention Programmes
- ◆ Manage Relationship with Customers



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Assistant Front Office Manager/ Assistant Operations Manager

Job Description

The Assistant Front Office Manager/Assistant Operations Manager provides support to the Front Office Manager in the daily running of the front office. The Assistant Front Office Manager/Assistant Operations Manager works closely with the Front Office Manager, the management, and members of other departments, to resolve any major issues faced during operations and ensures compliance with current policies, standards and procedures. He/She manages the front office team to ensure all guests/customers receive prompt and personal recognition, and establishes performance and development goals for the team members. In the context of a Serviced Apartment, the Assistant Front Office Manager/Assistant Operations Manager might need to supervise other departments on top of the front office.

The Assistant Front Office Manager/Assistant Operations Manager is also responsible for checking daily shift audits, maintaining staffing needs, analysing market or industry trends and expanding unique brand experience through the delivery of consistent, quality guest/customer service. The Assistant Front Office Manager should have experience in cash handling, credit card processing and using hospitality applications or technologies related to front office. He/She is required to make objective decisions and handle any complaints and emergencies in a level-headed manner. In the absence of the Front Office Manager/Operations Manager, the Assistant Front Office Manager/Assistant Operations Manager is responsible and accountable for the entire operations of the front office.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Facilitate the Implementation of a Productivity Framework
- ♦ Foster Initiative and Enterprise in Teams
- ♦ Solve Problems and Make Decisions at Managerial Level

Business Continuity Management

- ♦ Manage Crisis Situations

Change Management

- ♦ Facilitate Innovation and Lead Team Leaders to Implement Change

Communications

- ♦ Conduct Interviews
- ♦ Present Information

Customer Experience

- ♦ Create Guest/Customer Experience
- ♦ Develop Service Recovery Framework
- ♦ Manage the Service Brand

Finance

- ♦ Prepare Budget for the Business Unit

Front Office Operations and Services

- ♦ Manage Front Office Operations

Infocomm Technology

- ♦ Use ICT for Knowledge Management

Innovation

- ♦ Foster Service Innovation

Leadership

- ♦ Lead Team Leaders to Develop Business Strategies and Governance Management

People and Relationship Management

- ♦ Develop a Work Team
- ♦ Lead Workplace Communication and Engagement

People Management

- ♦ Conduct Staff Performance Assessment Process

Personal Management and Development

- ♦ Contribute towards a Learning Organisation
- ♦ Foster Team Adaptability
- ♦ Manage Workplace Challenges with Resilience

Planning and Implementation

- ♦ Apply Project Management Techniques
- ♦ Manage and Review Systems and Processes

Results Achievement

- ♦ Monitor and Reward Performance in a Team to Support Achievement of Results

Risk Management

- ♦ Comply with Legal Requirements in a Lodging Property
- ♦ Manage Loss/Risk Prevention

Sales and Marketing

- ♦ Manage Customer Acquisition and Retention Programmes
- ♦ Manage Relationship with Customers



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Front Office Manager/ Operations Manager

Job Description

The Front Office Manager/Operations Manager oversees the entire front office team, coordinates the activities of the front desk, reservations, concierge and bell services, club floor and guest services and ensures that the property's service standards, policies and procedures are properly adhered to in a consistent manner. The Front Office Manager/Operations Manager monitors financial performance and works jointly with the reservations and sales team to maximise room occupancy and departmental revenue. He/She is expected to take corrective measures to ensure highest possible profitability without compromising service standards. Close working relationships are also maintained with other departments to resolve challenging guests/customers' issues and concerns efficiently and maintain the upkeep of the property. In the context of a Serviced Apartment, the Front Office Manager/Operations Manager oversees more than just the front office.

The Front Office Manager/Operations Manager conducts meetings with the front office team and is responsible for hiring, evaluating and developing the team. He/She is also required to prepare regular management reports, review credit limit report, log books and guest feedback forms on a regular basis and work within the allocated departmental budget. The Front Office Manager/Operations Manager should possess strong communication skills and demonstrate leadership abilities. He/She should also exhibit excellent organisational and time management skills. On top of that, he/she should be technology literate with knowledge of the prescribed administrative and hospitality applications and tools, such as the property management system and property reservation system.

Skills Category

Skills

Analytical, Conceptual and Evaluative

- ♦ Apply Systems Thinking in Problem Solving and Decision Making
- ♦ Contribute to the Design and Development of a Productivity Framework

Business Negotiation

- ♦ Manage and Direct Negotiations
- ♦ Manage Dispute Mediation

Communications

- ♦ Conduct Presentation to Senior Management

Customer Experience

- ♦ Drive Customer Loyalty for Service Excellence

Environmental Sustainability

- ♦ Manage Sustainable Operations using Green Initiatives

Finance

- ♦ Manage Budgeting and Forecasting Processes for the Business Unit

Infocomm Technology

- ♦ Analyse and Recommend Best Practices and Technology in Hospitality
- ♦ Analyse Hospitality Data

Information and Results

- ♦ Drive Service Quality and Customer Satisfaction

Innovation

- ♦ Innovate the Customer Experience

Leadership

- ♦ Lead Managers to Develop Organisational and Governance Strategies

People and Relationship Management

- ♦ Manage Cross Functional and Culturally Diverse Teams

People Management

- ♦ Develop Managers and High Potential Employees through Organisational Talent Capability Review
- ♦ Manage Human Resources in the Department

Personal Management and Development

- ♦ Develop Self to Maintain Professional Competence at Senior Management Level

Planning and Implementation

- ♦ Develop Service Operations
- ♦ Manage External Service Providers
- ♦ Manage Resource Planning
- ♦ Provide Information for Management Decision Making

Results Achievement

- ♦ Monitor and Reward Performance Across Teams to Manage Achievement of Results

Revenue Management

- ♦ Analyse Data for Trends and Forecasts
- ♦ Apply Revenue Management Strategies

Risk Management

- ♦ Operationalise and Manage Corporate Governance Policy for the Business Unit



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Rooms Division Manager/ Director of Rooms

Job Description

The Rooms Division Manager/Director of Rooms oversees multiple departments under rooms, which includes but is not limited to the front office, concierge and bell services, club floor, housekeeping, facilities, and security. As a member of the property's senior management team, he/she develops and reviews the business plan and strategies, key performance indicators and manpower planning for rooms. He/She provides solutions and implements corrective measures on problem areas and monitors and manages expenses to ensure that they are kept within operational budget.

As a champion of organisational excellence, the Rooms Division Manager/Director of Rooms works towards achieving high levels of guest/customer satisfaction through the consistent execution of the property's brand standards, visible operational leadership, active trend analysis and hands-on interaction with guests/customers and team members. He/She builds high performance teams that are empowered and can work collaboratively to create excellent guest/customer experiences. He/She also works together with the human capital department to ensure the efficiency and effectiveness of the recruitment processes for employment and retention of outstanding team members.

Skills Category

Skills

Business Continuity Management

- Direct Management of Crisis Situations

Change Management

- Facilitate Innovation and Lead Managers to Manage Change

Finance

- Develop and Establish Financial Budget and Plans

Infocomm Technology

- Leverage Technology for Productivity and Innovation

Innovation

- Champion Service Innovation
- Facilitate Innovation Process within the Organisation

Knowledge Management

- Develop and Establish a Knowledge Management System

People Management

- Develop Strategies for Talent Management

Personal Management and Development

- Develop Self to Maintain Professional Competence to Lead an Organisation

Results Achievement

- Monitor Divisional Performance and Develop Reward Strategies to Facilitate Achievement of Results



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

Hotel Manager/ Resident Manager/ Executive Assistant Manager

Job Description

The Hotel Manager/Resident Manager/Executive Assistant Manager is responsible for the day-to-day management of a property and its staff. He/She has commercial accountability for budgeting and financial management, planning, organising and directing all property services, including front-of-house, food and beverage operations and housekeeping. He/She needs to ensure efficient operations, maximise standards of guest service, and drive occupancy rates and revenue goals. He/She performs regular site inspections on the facilities and services of the property, resolves issues and ensures that the property runs smoothly each day. He/She reviews the financial performance of the property and works with the senior management team to set the overall business strategies and performance indicators, which may include sales and marketing and revenue management.

The Hotel Manager/Resident Manager/Executive Assistant Manager interacts with and promotes the property to local and international audiences. He/She also keeps up to date with the latest trends and best practices for hospitality, and introduces innovation to enhance property operations and deliver excellent guest experiences. As a champion of organisational excellence, he/she hosts guests and leads by example. He/She also provides guidance and support to managers and colleagues, and ensures that the property's core values and standards are upheld for the welfare of the property's staff and guests. He/She is a good communicator, and a leader who is eloquent in managing media and promoting the brand image of the property.

Skills Category

Skills

Business Continuity Management

- Endorse Business Continuity Framework, Strategies, Policies and Plans

Infocomm Technology

- Capitalise on Opportunities Created through Digital Disruption in the Hospitality Industry

Leadership

- Adopt Modern Concepts in Business Ethics and Values Management
- Adopt New Business Models for Productivity Maximisation
- Manage Hotel Operations

People and Relationship Management

- Build Positive Relationships with the Board
- Create Positive Work-life Harmony
- Establish Organisational Relationships and Lead Organisational Diversity
- Foster Business Relationships and Organisational Diversity
- Promote Harmonious Tripartite Relations

Personal Management and Development

- Develop Self to Maintain Professional Competence to Lead an Organisation



SKILLS MAP FOR FRONT OFFICE TRACK

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

Occupation

General Manager

Job Description

The General Manager directs all strategies and operations in the property, together with a team of senior management staff. He/She sets the vision and works closely with his/her team to ensure proper return on investment, higher revenues and enough sales to keep the property running smoothly. He/She leads the management team to effectively manage the various functional areas to maximise financial performance and guest experiences while upholding quality standards, property's brand image and values.

Innovative and transformative, the General Manager strategises and leads organisational growth to stay ahead of competition and trends, as well as take advantage of business opportunities. The General Manager also directs the maximisation of revenue by anticipating market shifts, develops and monitors annual business and marketing plans. He/She conducts regular meetings with all Heads of Departments and safeguards quality of both internal and external operations. He/She represents the property for civic, business, industry and local government matters (including statutory and legal regulations), as well as promotes the property as its lead brand ambassador.

The General Manager establishes and oversees the employment and development of staff, and communicates with his/her management team and all staff regularly. He/She should possess good communication skills, and be an enabler to motivate and empathise with staff while enforcing high standards of service in the property.

Skills Category

Skills

Business Continuity Management

- Provide Leadership during Crisis Situations

Change Management

- Lead Change Management

Communications

- Represent and Promote the Organisation

Finance

- Set Organisation's Finance Philosophy and Strategies

Innovation

- Lead and be Accountable for Innovation within the Organisation

Leadership

- Act as an Effective Board Member
- Adopt International Hotel Asset Valuation and Acquisition Business Models
- Develop Strategic Business Partnerships
- Identify and Develop Business Opportunities
- Interpret Statutory Financial Statements for Business Leaders
- Lead Organisation to Develop Organisational Strategic Priorities, Culture and Governance

People Management

- Develop Succession Plan
- Lead Organisational Succession Planning, Capability Development and Employee Engagement

Planning and Implementation

- Develop and Drive Organisational Vision, Mission and Values
- Direct Organisational Strategies and Set Targets

Results Achievement

- Monitor Organisational Performance and Develop Reward Strategies to Lead Achievement of Results