

Unit HOD, Front Office

Reporting To:	General Manager & Corporate Manager, Front Office
Functional:	Front Office
Scope:	Unit
Grade:	As per Unit Grades
Supervises:	Front Office Team at Unit

Main internal contacts	Unit General Manager OB Representative Sales & Marketing Team Unit HODs Unit Finance Team Unit Housekeeping Team Unit Food & Beverage Team Unit HR Team Various Teams in Corporate Head Quarter
------------------------	---

Main external contacts	Guest's & Prospective Booker's Key Corporate Clientele Admin In charge handling Corporate booking OTA & GDS Market Manager's TAs & Consolidators Vendors Consultants Local Bodies
------------------------	--

Main objective / Context

Directly supervises all front office personnel and ensures proper completion of all front office duties. Directs and coordinates the activities of the front desk, reservations, guest services, and increasing departmental revenues.

Provide guidance and direction to all associates to ensure they are adhering to all hotel policies, standards, procedures and regulations.

The ability to perform all front office functions both quickly and efficiently along with functioning as a technical department resource and providing training new hires.

■ **High Guest Services Management**

- ▶ Ensure High departmental QMS Score & proper, timely response of departmental tickets. Ensure guest privacy, safety and security at all times within Hotel premises
- ▶ Work towards increasing Trip Advisor Satisfaction Score as per UGM directions. To ensure constant follow-up on guest history.

■ **Team Management**

- ▶ Trains, cross –train, and re-trains all front office personnel. To set a high standard of work performance and attendance of all employees of the department and by consistent supervision ensure the maintenance of departmental standards.

■ **Cost Management**

- ▶ Improving their Room Contribution & controlling cost per room night. Maintain low departmental Attrition Rate

■ **Yield management**

- ▶ Maximize room revenue and occupancy by reviewing status daily. Accurate Room inventory to achieve desired profitability.
- ▶ Preparation of departmental capital and operational budgets.
- ▶ Ensure Rates & Inventory are maintained on Channel Manager & all online Channels as per hotel service design.
- ▶ Parity across all distribution Channels
- ▶ Co-ordinate with the sales department for sales promotion Meet Club ITC Enrolment Targets
- ▶ Increase Front Office Ancillary revenues

■ **Process Management**

- ▶ Responsible for adherence to all statutory requirements such as C-forms, Arrival and departure reports, encashment certificates, etc.
- ▶ Ensures room folios are correctly maintained and payment received as per billing instructions given
- ▶ Ensures all records and documents are maintained as per standards laid down by the management
- ▶ To send out periodic statistical data to the concerned departments & Corporate Office. High commitment towards maintaining Brand Standards

■ Cyclic Work

- ▶ Ensures prompt, courteous and accurate service to all guests
- ▶ Responsible for proper yield management of room inventory to achieve desired profitability. Responsible for the preparation of capital and operational budgets for his department
- ▶ Responsible for Recommending changes in methods, equipment and staff as per requirement
- ▶ Ensures safety and security of guest belongings in guest rooms, luggage room and guest lockers
- ▶ Ensures room folios are correctly maintained and payment received as per billing instructions given
- ▶ Responsible for adherence to all statutory requirements such as C-forms, Arrival and departure reports, encashment certificates, etc.
- ▶ Ensures guest privacy, safety and security at all times within Hotel premises
- ▶ Makes conscious and continuous endeavour to meet new clients and maintain congenial relationship with existing clients
- ▶ Ensures all records and documents are maintained as per standards laid down by the management
- ▶ To control group and individual reservations to ensure maximum occupancy
- ▶ To co-ordinate with the sales department for sales promotion
- ▶ To ensure that policies and procedures laid down by the management are followed
- ▶ To maintain good relations with present and prospective clients
- ▶ To control day to day credit given to guests.
- ▶ To co-operate with other departments so that the total activity contributes to ultimate satisfaction of guests
- ▶ To set a high standard of work performance and attendance of all employees of the department and by consistent supervision ensure the maintenance of departmental standards.
- ▶ To ensure constant follow-up on guest history.
- ▶ To ensure the completion and follow-up of new and pending maintenance work related to their Area.
- ▶ To ensure sales calling if required for promoting business as per UGM directions.
- ▶ To send out periodic statistical data to the concerned departments & Corporate Office.
- ▶ To train the front office staff in co-ordination with the training manager
- ▶ Responsible for preparing duty rosters for FO team.
- ▶ Ensure High departmental QMS Score & proper, timely response of departmental tickets.
- ▶ Ensure Rates & Inventory are maintained on Channel Manager & all online Channels as per hotel service design.

In addition to the above mentioned duties and job functions any other assignment given by the immediate superior or the management will have to be carried out.

Technical skills

Business Skills	Strong organizational and time management skills. Excellent eye for detail and ability to work with the team in tight deadlines. Innovative, self-starter who is highly creative with excellent ability to develop strong and influential relationships at all levels of the organization.
Computer Skills	Advanced PC skills including Word, Excel, PowerPoint and Outlook.

Communication Skills	Demonstrated effectiveness in written and verbal communication
Business Travel	As and when required.

Education/Experience

Education	3 years diploma or graduation with relevant training and experience in hotels.
Experience	Experience with creating a culture of practical and trainings for all operating procedures. Collaboration and teamwork, capable of compiling and analysing customer related data to guide, to make strategic planning for improvements. Mentoring down the line people working with the department for improved future customer service while maintaining brand standards. 5-6 years of relevant experience in same or similar role.

FPHL Leadership competencies

STRATEGIC MINDSET	<ul style="list-style-type: none"> • Demonstrates foresight • Demonstrates conceptual ability • Displays ability to sense emerging changes. • Spots trends and patterns and identified key issues from a mass of data/information. • Grasps information quickly; picks up nuances, subtleties. • Understand hoe his/her role impacts others in the function. • Displays a logical thought process in day to day operations. • Information from diverse sources to make effective ground level decisions. • Recognises implications of decisions and alternatives.
CUSTOMER FOCUS	<ul style="list-style-type: none"> • Can see things through the “eyes of the customers.” • Is aware of internal and external customer needs. • Has a fair understanding of the business. • Looks at work issues from the customers’ point of view. • Is always pre-occupied with delivering the value preposition of the business. • Displays an understanding of the existing infrastructure, processes and tools used to deliver quality products and services.

MAKING THINGS HAPPEN

- Is able to discern the various elements of the company's competitive vis a vis competition

- Energetic, competitive, persuasive and results oriented.
- Has knowledge of internal and external resources.
- Come up with fresh ideas.
- Demonstrates a high degree of preparedness.
- Displays a good planning, organizing, prioritizing and monitoring skills.
- Displays cost consciousness and an overriding desire to get best value for money spent.
- Takes regular feedback and guidance to successfully achieve planned outcomes.
- Exhibits initiative in taking on higher responsibilities and works beyond his area.
- Contributes meaningfully to discussions involving his/her area.
- Uses mistakes as learning opportunities. Is open to feedback.
- Enhance knowledge /skills base on an ongoing basis.
- Execute all relevant compliances and documentation within prescribed schedules.

LEADING CHANGE

- Enthusiastic about changes
- Is imaginative
- Thinks out of the box
- Can quickly comprehend the need for the change.
- Open minded when presented with the new perspectives.
- Is comfortable with and gets used to new situations easily.
- Is able to identify and remain focuse4d to achieve desired results even in unstructured situations.
- Asks questions. Challenges and suggests alternatives and more effective ways executing tasks.
- Listens attentively. Shares appropriate information.
- Relates to people at all levels.

PEOPLE LEADERSHIP

- Participative, open minded and receptive
- Understands the needs/interests and attitudes of others.
- Is perceptive of non-verbal behavior.
- Is confident but not arrogant.
- Involves in the resolution of problems.
- Brings energy and direction to activities.
- Shares experiences and information with team members.
- Demonstrates commitment to the team and supports team decisions

STAKEHOLDER MANAGEMENT

- Understands the expectations and desires of various partners (property Owners and Owing Boards) and translates them effectively into business goals.
- Displays thorough understanding of business goals and alignment with these.
- Nurtures strong business partner relationships with key vendors/ suppliers at a strategic level.
- Maintains a valuable network of contacts across business areas to drive and support initiative.
- Maintains a healthy and on-going professional relationship with OB representative and ensures open communication.
- Is able to safeguard company interest while managing Owners