

# Hospitality Manager

## JOB DESCRIPTION

**JOB TITLE:** Hospitality Manager  
**RESPONSIBLE TO:** FCLI Manager – Charlotte Hollins

### Our mission statement:

“The FCLI aims to improve the understanding of sustainable food and farming through the resource of Fordhall Farm, by being an integral part of the community.”

### About Us

There are exciting times ahead at Fordhall Organic Farm, as we work to inspire more and more people to enjoy our beautiful natural landscape and the food produced from it. We want every one of our visitors to experience something new, exciting, and memorable – and good quality food and brilliant customer service plays a huge part in making people’s days.

The Fordhall Community Land Initiative owns Fordhall Organic Farm. It is England’s first community owned farm and now has over 8000 community members through an innovative share scheme that was launched in 2006. This Charitable Society was founded by Charlotte and Ben Hollins, both in their early twenties, and is now developing into an exemplar project with wide reaching appeal and benefits.

We operate as a social enterprise. Arthur’s Farm Kitchen offers freshly cooked nutritious food for our visitors and is a mechanism to generate income that then supports our other charitable and educational work, such as our free farm trails, social prescribing, and our youth project.

### About the Role

There are three key areas of management covered by this role:

1. [Weddings](#), corporate events and private parties/functions
2. Every day running of [Arthur’s Farm Kitchen](#) café
3. Food related events onsite.
4. Accommodation offer at our [Straw Lodge](#) (group accommodation for weddings and parties)

As the Head of the hospitality team, you will ensure we offer first-class customer accommodation, service and food throughout our offers onsite. You will inspire our visitors and staff with your passion for seasonal and nourishing food, create spaces which emulate Fordhall’s values and messages and, most importantly, you will lead and manage a team of 6-8 part time staff to deliver on these visions. This is a real chance to make a lasting impression to all who visit Fordhall, helping us to expand on an already successful enterprise with experiences that nourish people, planet and soil.

Fordhall is an organic, pasture-based livestock farm and so Fordhall’s meat is always on the menu together with tasty vegan soups, fresh salads, sandwiches, and creative vegetarian/vegan dishes. Not forgetting plenty of homemade cakes. The farmed and highly biodiverse landscape is integral to every part of our offer, including the eco-accommodation we have onsite both in our yurts and our Straw Lodge.

You will help to evolve our offer, bring in new custom by sharing marketing ideas, and maintain high standards of delivery. All of which, will be recognised through the positive impact measures recorded.

With a ‘lead by example’ mindset, you won’t mind getting stuck into assisting with the day-to-day operations of Arthurs Farm Kitchen and will assist with covering shifts for holidays/sickness of staff members and ensure a consistent day to day smooth running of operations.

As part of our senior team, you will feed into site wide policies and visions at Fordhall at a strategic level. Helping our community-owned farm to be an even greater asset to our community. Our vision is that by restoring connections between hearts, minds and the soil, we will encourage meaningful change which helps build resilience between people and planet. Your role will form a key and integral part to us achieving this.

The base hours can be mid-week during school hours. However, periodic weekend working will be required for weddings (up to 16 per annum), functions and for staff cover. One weekend day a month is expected as a minimum. There will be times that the working day will be extended to the evening to attend staff/customer meetings, or evenings for functions where required.

### About You

You'll love good food as much as we do. You will have previous experience of working in catering and hospitality, and previous experience of managing staff, weddings and events. You will have the ability to adapt your management style to meet the needs of the staff members you manage.

Demonstrating your excellent customer focus and hands-on leadership qualities, you will be able to motivate and inspire those around you. Above all, you should have a genuine interest and passion for the aims and ambitions of the Fordhall Community Land Initiative.

You will make sure we have people coming from miles around to experience and taste our locally sourced, fresh and nourishing offer. Making a lasting impression, priding yourself on supporting a unique food offer, and creating lasting memories for all who visit us, will be areas that motivate and enthuse you.

With impeccable organisational skills, ability to multi-task and a keen eye for detail, you will ensure all work is completed to a high standard and deadlines are met. Your strong and inclusive communication skills will be utilised on a daily basis to ensure there is effective communication across all teams onsite, who feel valued and appreciated as a result.

### Success measures:

- Profitable trading through Arthur's Farm Kitchen
- Happy and motivated workforce
- Positive reviews on trip advisor, google and other platforms
- Strong and growing customer base
- Targets reached for wedding, private function bookings, meeting room hire and yurt accommodation.

### Key Duties

#### Management and development

- To work with and guide the head chef, team leader and other staff to implement changes that will **increase the financial profitability of the Straw Lodge, Arthur's Farm Kitchen and yurts whilst balancing our values and strategic objectives.**
- To be responsible for leading **marketing and promotion** of our hospitality offer with support from our design team, to drive sales and promote our values.
- To support the Head Chef to develop new dishes in response to customer feedback and seasonal themes, which encourage financial profitability and create impact.
- To complete costing of special offers, events, menu's etc. in good time, allowing for feedback and adjustments.
- To Lead, Review, Evaluate, Learn, and Implement. Including reports to management:
  - Monthly financial reports
  - Community/Environmental Impact reports
  - Customer feedback
- To strategically plan the future of our hospitality offer with your team, to ensure you are striving to improve the profitability and impact of the spaces you manage.

#### General Running

- To **engage** with customers and staff to **enthuse** them about nourishing food for people and planet
- To plan and deliver **weddings** and private **parties/functions**
- To oversee operational management of the **yurts**, maintaining excellent customer experience and building bookings.
- To manage customer complaints and feedback in a professional and efficient manner – ensuring we are on a journey of continual self-improvement.
- To oversee **ordering of stock**, to ensure our values are followed, quality is received and value for money is achieved.
- To ensure that an accurate **stock-take** is completed on a quarterly basis.
- To ensure the **weekly bookkeeping** for Arthur's Farm Kitchen is accurate. This includes recording daily takings, till reconcile, staff hours, sick days, holiday and all invoices. You will manage the financial analysis of Arthur's Farm Kitchen and you will be empowered to make adjustments to ordering systems, sourcing, staffing to ensure sufficient margins are retained. An excellent grasp of spreadsheets is essential.

- To ensure **wastage** in every aspect of delivery is kept to a minimum.
- To ensure your team keep areas used **clean, tidy and organised**, this may include fridges, storage areas, bin areas, Ridan, function rooms, desks.
- To ensure all **equipment and areas are maintained** according to the manufacturers' recommendations to limit need for repairs/replacements and to work with our teams to repair items before opting for replacements.
- To ensure there is an efficient reporting system in place, which allows faults, waste and repairs to be reported to you and resolved by you.

#### Legislation

- To complete **risk assessments** where necessary.
- To ensure that the highest standards of **Food Hygiene** are met in Arthur's Farm Kitchen and in any place where food from Arthur's Farm Kitchen is being served or prepared.
- All records to be filed and stored safely for inspections.

#### Staff

- To ensure all staff understand our policies and procedures and our ethos throughout the organisation.
- To nurture your team to ensure they are receiving the training and support they need to empower them to bring the best they can to the organisation.
- To recruit and train new staff members as required to ensure the smooth running of hospitality onsite.
- To produce and manage **staff rotas** ensuring **most efficient** use of resources
- To manage in such a way that **empowers other staff members**, encourages them to have a voice, and allows their ideas and creativity to contribute towards the organisations success, including the holding regular reviews and appraisals, and acting on feedback in a quick and efficient manner.
- A large part of the role will be leading and maintaining the **'team' ethic** in the organisation, encouraging our team values, being inclusive, and ensuring the well-being of our staff is considered and supported.
- To conduct annual appraisals with permanent staff, in addition to 6 weekly check-ins.
- Whilst we encourage good communication to avoid any such instances, you are responsible for following disciplinary and grievance procedures with your team (and in partnership with the General Manager) should the need arise.

#### Other

- To participate in regular senior team meetings and to feed this information back to your team.
- To undertake training courses as needed and to ascertain the training needs of your team.
- To continually assess your role and develop and improve it at every opportunity, to enable you to grow with the organisation
- Continually increase your knowledge of rural issues, farm life and the important links between food, health and sustainability, so that this can be passed on to others, staff and customers.
- To fulfil any other role that the organisation sees fit or is required to enable it to achieve its aims and objectives for the benefit of the community.

### Working hours and arrangements:

**Start date:** Immediate

**Hours:** Minimum average hours can be expected of 20 per week, plus overtime required to cover weddings or evening functions. Regular basic hours can be split Tues & Thurs 9am-3pm & Fri 9am-5pm (20 hours), plus periodic weekends for cover or to support functions and weddings. Additional hours are weighted towards the summer months, April-October, when longer hours on a Saturday will be required for any booked weddings/private parties and overtime mid-week for event preparation. During a wedding week, it is expected that you could work up to 40 hours.

Other hours would need to be flexible around staff training days, covering for staff on annual leave or sickness. You write the rota one month ahead of schedule and so there is an element of control over how these hours are allocated throughout the team. We would not expect to do more than 12-14 weddings/parties per year and aim not to do more than 2 large events, per month during the spring/summer months.

**Sickness:** Sickness pay is in place and is activated following six months continual service.

**Holidays:** Equivalent to 5.6 weeks per annum pro rata and increased after 5 years continual service

**Pay:** £14.70/hour Pay scales and rates are reviewed on an annual basis by the FCLI's Board of Directors. All breaks are paid for.

**Pension:** The organisation has a pension scheme in place with the Peoples Pension