

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - ASSISTANT FRONT OFFICE MANAGER/ASSISTANT OPERATIONS MANAGER/DUTY MANAGER/ GUEST SERVICES MANAGER/GUEST RELATIONS MANAGER		
Sector	Hotel and Accommodation Services	
Track	Front Office	
Sub-Track	Front Office Operations	
Occupation	Front Office Professional	
Job Role	Assistant Front Office Manager/Assistant Operations Manager/Duty Manager/ Guest Services Manager/Guest Relations Manager	
Job Role Description	<p>The Assistant Front Office Manager/Assistant Operations Manager/Duty Manager/Guest Relations Manager/Guest Services Manager manages the daily operations of the front office to ensure efficient functioning of the team in accordance with the department's operating procedures and service standards. He/She develops operations plans, monitors room inventory and collaborates with other departments on special guest arrangements. He also manages personalised reception services for VIP guests, implements loyalty programmes and identifies and resolves deviations and irregularities in service operations.</p> <p>To drive service excellence, he manages the team's service performance, oversees service recovery and interacts with guests to build guest relationships and gather service feedback. He also reviews systems and processes, comes up with new ideas and implements sustainability programmes. He manages operational risks through compliance management, crisis management and loss and risk prevention. His role at the management level includes overseeing staff development and performance management, as well as supporting budget forecasting process and monitoring departmental expenses.</p> <p>He possesses exceptional interpersonal and communication skills and is able to interact with culturally diverse guests. He has strong organisational skills and is able to deliver consistent quality guest service in a fast-paced environment. He works on shifts, including weekends and public holidays.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage front office operations	Implement operating procedures and service standards for front office operations Monitor front office operations to ensure adherence to organisational standards and procedures Develop operations plans for front office operations Review manpower allocation for front office operations Monitor room inventory levels and reconcile discrepancies Collaborate with various departments on guests' special requirements and requests Manage personalised reception services for VIP guests' arrivals and departures Implement loyalty programmes for guest retention and growth Identify and resolve deviations and irregularities related to front office services
	Drive service and operational excellence	Manage team's service performance in response to guests' needs and requests to ensure guest satisfaction Manage service recovery for escalated guests' concerns and feedback Build guest relationships to enhance return visits Interact with guests to gather feedback on service quality Analyse guest satisfaction levels and feedback for service improvement and relationship management Review systems and processes for workflow and productivity improvement Innovate new ideas to enhance guest experience and revenue generation Direct the implementation of sustainability programmes to drive organisational green initiatives
	Manage operational risks	Operationalise compliance management on data protection regulations and organisational security procedures for guest registration and credit and cash transactions Manage emergency situations Manage loss and risk prevention policies and procedures to minimise loss and risk in business operations
	Manage human resources, finance and report management	Review operations reports and statistics to monitor and report departmental performance Support budget forecasting processes for the department Manage cost control to keep departmental operating expenses within budget Establish learning and development plans and facilitate learning and development opportunities to enhance staff work performance Provide coaching and guidance to improve staff work performance

		Manage staff performance to achieve department goals		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 3	Communication	Intermediate
	Business Continuity Planning	Level 4	Interpersonal Skills	Intermediate
	Business Planning	Level 4	Problem Solving	Intermediate
	Business Presentation Delivery	Level 4	Resource Management	Intermediate
	Change Management	Level 4	Decision Making	Intermediate
	Crisis Management	Level 4		
	Customer Challenges Management	Level 4		
	Customer Experience Management	Level 4, Level 5		
	Customer Feedback and Relationship Management	Level 4		
	Dispute Resolution	Level 4		
	Environmental Sustainability Management	Level 4		
	Front Office Operations Management	Level 4		
	Hospitality Data Collection and Analysis	Level 3		
	Innovation Management	Level 4		
	Legal Compliance Management	Level 4		
	Loss and Risk Prevention Management	Level 4		
	One-Stop Service Delivery	Level 4		
	Organisational Relationship Building	Level 4		
	People and Performance Management	Level 4		
	People and Relationship Management	Level 4		
	People Development	Level 4		
	Productivity Improvement	Level 4		
	Service Challenges	Level 4		
	Service Coaching	Level 3		
	Service Information and Results	Level 4		
Service Innovation	Level 4			
Service Innovation Culture	Level 4			
Service Leadership	Level 4			
Service Planning and Implementation	Level 4			
Staff Management	Level 4			
Technology Adoption and Innovation	Level 4			
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has			

The information contained in this document serves as a guide.