

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - FRONT OFFICE MANAGER/OPERATIONS MANAGER				
<b>Sector</b>	Hotel and Accommodation Services			
<b>Track</b>	Front Office			
<b>Sub-Track</b>	Concierge Operations, Front Office Operations and Club Floor Operations			
<b>Occupation</b>	Front Office Professional			
<b>Job Role</b>	<b>Front Office Manager/Operations Manager</b>			
<b>Job Role Description</b>	<p>The Front Office Manager/Operations Manager manages all front office teams including the front desk, concierge, bell service, and club floor. He/She leads the development and implementation of operations strategies and plans, as well as operating procedures and service standards, and oversees the department's adherence to these performance requirements. To achieve financial performance targets, he works closely with the revenue department to maximise room occupancy and departmental revenue, builds guest relationships to enhance customer loyalty and manages customer loyalty programmes to attract and retain guests. He also leads knowledge management for the department to facilitate front office operations.</p> <p>To ensure service and operational excellence, he monitors service performance and takes corrective actions to resolve guests' issues and concerns. He also leads innovation, improvement and sustainability initiatives and evaluates industry best practices and new technology applications for adoption. He manages operational risks through compliance management and crisis management. He is also responsible for overseeing departmental budgets, staff development and performance management.</p> <p>He is well-organised and meticulous with the ability to multi-task in a fast paced environment. He possesses strong leadership and excellent communication skills. He is able to work under pressure and excels in organisational and time management skills.</p>			
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>		
	Manage front office operations	Lead the development and implementation of operations strategies and plans for front office operations Develop and review operating procedures and service standards for front office operations Oversee front office operations to ensure adherence to organisational standards and procedures Monitor and control the availability of rooms and room rate categories with the revenue department to maximise room occupancy and revenue Establish and maintain guest relationships to build customer loyalty Monitor and evaluate customer loyalty strategies and programmes to attract and retain guests Lead knowledge management to facilitate front office operations		
	Drive service and operational excellence	Monitor front office logs on special requests, instructions and information to ensure customer satisfaction and operational efficiency Resolve challenging guest issues and concerns Interact with guests to gather feedback on service quality Evaluate front office service quality and guest satisfaction levels for service improvement Lead innovative and improvement initiatives to provide desired guest experience and enhance service quality and operational efficiency Lead sustainable operations using green initiatives Evaluate industry best practices and new technology applications for organisation's adoption		
	Manage operational risks	Review compliance management on organisational guidelines and legal regulations required for front office operations Develop crisis management, business continuity and recovery plans for the front office		
	Manage human resources, finance and report management	Present reports and recommendations for management updates and decision-making Lead budget forecasting processes for the front office Manage departmental budgets to ensure proper utilisation and accounting of resources Oversee the implementation of capability development plans for staff Lead the management of staff performance to achieve department goals		
	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Budgeting	Level 4	Problem Solving	Advanced
	Business Continuity Planning	Level 5	Communication	Advanced
	Business Negotiation	Level 5	Decision Making	Advanced
	Business Planning	Level 5	Resource Management	Advanced

Skills and Competencies	Business Presentation Delivery	Level 5	Interpersonal Skills	Advanced
	Change Management	Level 5		
	Crisis Management	Level 5		
	Customer Challenges Management	Level 4		
	Customer Feedback and Relationship Management	Level 5		
	Dispute Resolution	Level 5		
	Environmental Sustainability Management	Level 5		
	Front Office Operations Management	Level 5		
	Hospitality Data Collection and Analysis	Level 4		
	Innovation Management	Level 4		
	Knowledge Management	Level 4		
	Legal Compliance Management	Level 5		
	Organisational Relationship Building	Level 5		
	People and Performance Management	Level 4		
	People Development	Level 4		
	Productivity Improvement	Level 5		
	Resource Management	Level 4		
	Room Revenue Management	Level 4		
	Revenue Optimisation	Level 4		
	Service Challenges	Level 4, Level 5		
	Service Information and Results	Level 4, Level 5		
	Service Innovation	Level 5		
	Service Innovation Culture	Level 4		
	Service Leadership	Level 4		
Service Planning and Implementation	Level 4, Level 5			
Staff Management	Level 5			
Technology Adoption and Innovation	Level 4			
Vision Leadership	Level 5			
Workplace Safety and Health Performance Management	Level 5			
<b>Programme Listing</b>	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/has">www.skillsfuture.sg/skills-framework/has</a>			

The information contained in this document serves as a guide.