

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - HEAD BUTLER/BUTLER MANAGER/CLUB FLOOR MANAGER		
Sector	Hotel and Accommodation Services	
Track	Front Office	
Sub-Track	Club Floor Operations	
Occupation	Club Floor Professional	
Job Role	Head Butler/Butler Manager/Club Floor Manager	
Job Role Description	<p>The Head Butler/Butler Manager/Club Floor Manager monitors all aspects of the club floor and/or butler operations and ensures all guests' needs are attended to promptly in accordance with organisational standards and procedures. He/She develops operations plans, conducts regular inspections on service delivery, monitors inventories and maintenance of the club floor and resolves operational irregularities. He also supports the club floor team to provide reception assistance to guests during busy periods and/or to assist the butler team in the delivery of ad-hoc services and conduct of personal errands.</p> <p>He builds rapport with guests, manages the team's service responses to guests' requests as well as service recovery. He analyses guests' feedback, reviews systems and processes, comes up with new ideas and implements sustainability programmes for the organisation's continuous improvement. He is also accountable for operational risks management including compliance management, crisis management and loss and risk prevention. His role at the management level includes staff development and performance management, as well as supporting budget forecasting processes and monitoring departmental expenses.</p> <p>He is a diplomatic individual with outstanding problem-solving skills to address challenging situations and perform service recovery. He has a passion for delivering exceptional levels of guest services to create a memorable experience for guests. He possesses excellent communication skills and is able to handle multiple tasks in a dynamic environment. He is able to stand for long hours and may work on shifts, including weekends and public holidays.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage club floor operations	Implement operating procedures and service standards for club floor operations and/or butler service Monitor club floor operations and/or butler service to ensure adherence to organisational standards and procedures Develop operations plans for club floor operations Review manpower allocation for club floor operations Conduct regular inspections on service delivery Identify and resolve deviations and irregularities related to club floor operations and/or butler services Monitor club floor supplies and equipment inventory Monitor maintenance of club floor lounge, facilities and equipment Provide reception assistance and/or butler service assistance to guests
	Drive service and operational excellence	Manage team's service performance in response to guests' needs and requests to ensure guest satisfaction Meet and greet guests to build rapport Manage service recovery for escalated guests' concerns and feedback 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 hygiene, workplace safety and health, and data protection requirements Operationalise compliance management on 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 activity and revenue reports to monitor and update management on 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)	
	Asset and Inventory Management	Level 3, Level 4	Problem Solving	Advanced
	Budgeting	Level 3	Decision Making	Advanced
	Business Continuity Planning	Level 4	Communication	Advanced
	Business Planning	Level 4	Interpersonal Skills	Advanced
	Business Presentation Delivery	Level 4	Service Orientation	Advanced
	Butler Service Delivery	Level 4		
	Change Management	Level 4		
	Club Floor Operations Management	Level 4		
	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		
	Hospitality Data Collection and Analysis	Level 3		
	Innovation Management	Level 4		
	Legal Compliance Management	Level 4		
	Loss and Risk Prevention Management	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			
Vision Leadership	Level 4			
Workplace Safety and Health Performance Management	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.