

Resource Pack

**PUT SIMPLY 'HOSPITALITY' MEANS
THE "ENTERTAINMENT OF GUESTS,
VISITORS, OR TOURISTS."**

In association with:



Put realistically the Hospitality industry covers far more than that, working its way into just about everything we do is fun!

Enjoy a meal in a restaurant? That's Hospitality. Dance all night in a club? Hospitality, again. Sit watching a film at the cinema? Yep, that's still Hospitality.

People working in this industry are responsible for it all.

If you're thinking 'that sounds like a lot of different jobs'? You'd be 100% correct, Hospitality is an industry packed with job variety and opportunities.

In fact, the industry employs three million people (10% of the UK workforce) in over 180,000 businesses, according to the British Hospitality Association. With all that going on it is very likely you'll find the right career for you.

These businesses range from multi-million-pound companies employing thousands of members of staff down to small family-run enterprises. The industry offers many chances for travel in the UK and worldwide.



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SOUNDS EXCITING, RIGHT?

Hospitality offers a unique way to work, almost completely working with the public and in a sociable working environment. If the idea of a traditional nine to five job is putting you off, Hospitality could give you the variety and excitement you need.

Each individual role will need specific skills but there are a number of key skills that apply industry wide.

In many jobs you will need to be an excellent communicator and be able to display brilliant customer service skills. You will often need to deal with complex issues from customers so you will need to be comfortable solving problems.

Team-work will also be essential in almost all roles in Hospitality.

On top of these skills it is essential that you will be able to maintain hygiene, health and safety standards throughout your job.



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TYPES OF JOBS IN HOSPITALITY

The Hospitality industry has a huge variety of roles, across so many different types of business. For the purposes of this we will focus specifically on pubs, restaurants and hotels such as those run by Greene King.

These are just some of the roles you could do:

MANAGER

The Manager is responsible for the overall running of the pub, restaurant or hotel. This involves creating and overseeing the strategy for that business in everything from finances to the services the menus and beverages on offer. Managers need good organisational skills, great people-skills and an attention to detail. Communication and leadership skills are essential for this role.

ASSISTANT MANAGER

The Assistant Manager assists the manager in all aspects of making sure the businesses goals are achieved and the pub, restaurant or hotel is providing the best service possible. Your exact responsibilities will vary from site to site but these will likely involve managing staff, dealing with guests and working with suppliers.

HEAD CHEF

The Head Chef takes charge of the kitchen - managing staff, leading teams and overseeing quick and high-quality food production. Work can range from managing budgets and controlling stock to maintaining health and hygiene standards.

A Head Chef must be good under pressure and have excellent communication skills.

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ROUTES INTO A HOSPITALITY CAREER

Unlike some other industries, there is no one set route into a job in Hospitality; there is a way into your dream job that suits you.



COLLEGE

You can continue your studies with A-levels, or equivalent vocational courses at college and this will be the perfect foundation to move on to Hospitality jobs.

You may find that A-levels in languages, food technology, business, economics or geography will be particularly useful.

There are also two vocational qualifications available from the Institute of Hospitality. The Level 3 and Level 4 diploma's in Advanced Hospitality and Tourism Management, alongside numerous other qualifications including NVQs, SVQ and BTECS offer a strong grounding to start a career.

These courses are more practical based qualifications aimed at setting you up with the skills to progress directly and quickly in a hospitality career.



APPRENTICESHIPS

You might be ready to throw yourself directly into working in Hospitality but, probably, don't have the skills and training to do so yet.

This is why Apprenticeships have become more and more popular! They offer you the chance to earn a salary and gain real-world job experience whilst studying for nationally recognised Apprenticeship in your chosen field. You will work alongside experienced staff to develop the skills and knowledge you need to start your career in hospitality.

To be eligible for an apprenticeship you must be 16 or over and not in full-time education.

There are many different Apprenticeship options for Hospitality and it is worth researching everything available before making a decision.

One top employer with strong apprenticeship opportunities in Hospitality is Greene King, a leading pub retailer and brewer with over 3,000 pubs, restaurants and hotels across the UK.

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Across Greene King's business they cover most of the areas of available Hospitality roles. They have supported over 10,000 apprentices since launching their apprenticeships in 2011 and won lots of awards along the way.

Their work-based programmes last a minimum of 12 months based on a 30-hour week and can open doors to all parts of Greene King's varied business.

They offer programmes to the following levels:

Intermediate level apprenticeship

Level 2 - This is equivalent to five good GCSE passes and is available in a range of entry-level roles.

They also offer an apprenticeship aimed at setting you on the right path to start leading a team in your chosen area.

Advanced level apprenticeship

Level 3 - This is equivalent to two A-level passes and is for those people looking to move forward in the business into supervisory and management roles.

Higher level apprenticeship

Level 4 - This is equivalent to a Foundation degree and is for people looking to really get involved in driving the business forward.

Greene King has a wide range of Apprenticeships across their business including roles in bar, restaurant and hotel reception (Front of House) to Kitchens (Back of House).

With the variety and diversity of roles available Greene King are likely to have an opportunity that is right for you.

Discover more about Greene King apprenticeship opportunities at:

<https://jobs.greeneking.co.uk/apprenticeships>

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UNIVERSITY

If you choose to take the university route and don't want to take a hospitality specific degree, don't worry, any number of degree subjects will give you what you need to start in the industry.

Many top employers offer graduate schemes as an entry into the industry straight after university. These are usually open to graduates from all degree backgrounds and many don't specify a 2:1 grade (or above) as an entry requirement.

TIPS FOR GETTING A JOB

Thinking of getting into hospitality but not sure where to start? The experts at Greene King provide some top tips for breaking into the industry:

Demonstrate your skills

Make sure your CV is tailored to best display the right skills for the job, you can also show your skills and love of food on your social media feeds.

Keep up-to-date

Make sure you watch the latest developments in the hospitality industry, and, if preparing food is your goal, fit them into your own cooking.

Learn new skills

Don't be afraid to learn new skills, you might develop a skill that will help you stand apart in the application process.

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Be practical

Experience is everything in catering, so make sure you have some. Taking an internship or voluntary position to learn the ropes will only make you stand out more.

Don't be scared to start at the bottom

Catering is an industry where progressing upwards is fairly easy for those people who show commitment and develop the right skills.

Smile

The industry is all about people skills, attitude is a big part of what is being looked for, ensure you show that at your interview.



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Case Study

In association with:



Adrie Henrico

BUSINESS DEVELOPMENT MANAGER

Adrie Henrico (33) from South Africa Tzaneen, now living in St Albans has worked in hospitality for over 15 years and has benefited from the training and support available to it's employees.

Adrie started her career as a waitress and progressed to a General Manager at the Star in Chalton - a Chef & Brewer pub, she'd worked in several Chef & Brewer pubs before eventually being the General Manager at the Star. This gave her a real taste for the industry and led her to the General Manager role at The Speckled Hen where Katie Watson would become her line and Area Manager.

When Adrie took over at The Speckled Hen, she set herself some personal targets, and really wanted to progress within a company that offered "development to their people." Adrie is a now an Area Manager for the Locals brand in the south responsible for 12 pubs.

After settling into her role, Adrie decided she wanted to further develop herself and with the huge support of her Area Manager at the time, Katie Watson, was enrolled onto the Level 4 Management qualification having already completed 2 other apprenticeships. Adrie felt this was a great way to stretch herself and hopefully become the Area Manager she now is!

At a recent area meeting Adrie said to her team of General Managers's "the level 4 is a great qualification, and I will support any one of you that wish to consider doing this – however it is hard work, and you have to put a lot of your own time into it, but it's very worth it when you achieve the qualification in the end!"

Case Study

Adrie had the full support of Katie Watson her Area Manager at the time who went on to say

Adrie certainly admitted she had challenges along the way to achieving her Level 4 qualification, main one being time to sit down and do the assignments and work required, when working flat out running the pub and managing the business expectations week in week out. Adrie went onto to tell me that she really learnt that using different techniques allowed her to carry out her job better, and also thinking outside the box, and asking lots of questions – this Adrie said was key!!

Adrie went on to say “I had set myself a goal and a realistic goal to work towards.... I am all for development and always looking to develop myself to do better and always wanting to know more! Every day is a school day!

I thrive in seeing people happy and enjoying their job roles.”

“Sometimes the smallest step in the right direction ends up beginning the biggest step of your life. Tip toe if you must, but take the step”.

Adrie is a true inspiration, and her story certainly proves that when you put your mind to something you CAN achieve it. To go from a waitress to an Area Manager and achieve 3 apprenticeships including a level 4 Management qualification is a huge achievement within her career, one of which both Adrie and her previous Area Manager Katie are extremely proud of along with of course Greene King.

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Case Study

In association with:



Tillie Cedrickson

ASSISTANT MANAGER

Tillie grew up in Upchurch with dreams of managing her own pub. When the time came to leave school, she began to reach this ambition and worked in a few pubs, learning the trade and gaining experience. After a while, Tillie decided to try her hand at a new role and began working in an office within the purchasing department. Some elements of this role she enjoyed but others not so. Tillie considers herself to not be a quitter but she found the management in the office to be unsupportive so she handed in her notice after two years.

This is where Greene King comes into Tillie's life. Her Step Sister had worked for Greene King and recommended the company to her. She contacted the General Manager at The Cricketers in Rainham and with confidence asked for a job. Tillie joined The Cricketers in 2015 and instantly loved the team, vibe of the pub and found Glenn the GM to be an excellent Manager. He supported Tillie with her ambitions and nominated her to undertake a Level Two Apprenticeship in Hospitality Food and Beverage Service.

Tillie enjoyed learning new skills, putting these into practice and gaining more confidence in her abilities. The apprenticeship was completed in November 2016 and Tillie put herself forward for the next level by approaching Gareth, her Regional Trainer. Tillie is now completing her Level Three apprenticeship in Supervision and Leadership and is well on her way to reach her teenage dream of managing her own pub.

Case Study

Tillie is ambitious and wants to snap up any opportunity that comes her way which is why she has recently moved to The Ship in Gravesend as the new Assistant Manager.

She has the support of her work colleagues, her friends and her family. Tillie would happily encourage those that are considering a career in hospitality and her Greene King colleagues to take advantage of an apprenticeship; and her friends like the idea of working and earning but still learning and developing yourself. Best of all, Tillie's family are totally on board with her career decisions and prospects with Greene King.



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Case Study

In association with:



Pete Hampson

TEAM LEADER

Pete is Kitchen Team Leader at the Plough Inn, Alsager. He started out in hospitality when he was 21 in kitchen in Manchester, to start with he just viewed it as a job, but after starting a role at the Waggon & Horses in Handforth where he was given the opportunity to do some cooking he realised he really enjoyed it. Pete says he was quick to catch on with what was required of him and found himself learning a lot and working his way up in the kitchen.

Pete was then given the opportunity to move to the Plough Inn as Kitchen Team Leader when it was undergoing investment to a new Pub & Carvery concept.

Pete started his Team Leader apprenticeship in March 2017 and is currently working towards completion. Pete is enjoying what he is learning on his programme and thinks it has taught him to come out of himself more. He says 'there are lots of things you don't realise about the way you lead a team, but doing the team leader apprenticeship has really made me think about the way I do things. Doing the apprenticeship has pushed me outside of my comfort zone, by doing things like team meetings.'

Pete says the work involved in the apprenticeship is easy enough to manage as long as you keep yourself organised. Pete says he is enjoying a more 'hands on' role, rather than lots of writing which is why he felt an apprenticeship was a good route for him.

Case Study

Pete says he gets great support from his Regional Trainer, 'he is understanding when he needs to be but also pushes me to be the best I can be'.

Pete is enjoying the carvery aspect of his new pub as he gets to meet new people every day and it is encouraging him to be more social.

Pete is now looking to progress and is being given the opportunity to be 'Acting Kitchen Manager' when his Kitchen Manager is out of the business helping other pubs. Pete's longer term goal is to be able to go out and do Area Support work and feels that completing his Team Leader Apprenticeship is really supporting him to have the confidence to do this.



Discover more about Greene King apprenticeship opportunities at:

<https://jobs.greeneking.co.uk/apprenticeships>

More useful resources

NEED MORE HELP WITH YOUR CAREER CHOICES ?

You can find a wealth of help and opportunities at the following places:



GREENE KING

An apprenticeship at Greene King opens a range of opportunities allowing you to also continue your learning whilst developing a career with us. We value and invest in our apprentices recognising that you are our future talent. You will have a secure job from day one, which includes all the benefits of being a permanent employee.



THEBIGCHOICE.COM

Find quality advice and opportunities in apprenticeships, part-time jobs and training on this youth careers portal.



SCHOOL LEAVERS GUIDE

This online guide, found on TheBigChoice.com, brings together expert advice, guidance on career steps, and opportunities from the UK's top employers.



NATIONAL CAREERS SERVICE

The official place for careers advice and information in the UK.



NATIONAL APPRENTICESHIP SERVICE

Everything you need on apprenticeships and the best vacancies on offer.