



HARWOOD
INTERNATIONAL

HARWOOD INTERNATIONAL CAREERS

Director of Catering & Event Management

Summary/Objective

This individual serves as the Director of all Harwood Hospitality related catered events. They liaise with all departments to ensure that events are planned and operated to Harwood Hospitality standards.

The Director of Catering is responsible for managing the Harwood Catering department and related teams, and ensuring that all set goals and objectives are met in every aspect of operations, financials, guest satisfaction, and employee engagement. A forward thinker and a strong planner, The Director of Catering makes sure that all SOP's and best practices are implemented and followed.

The Director of Catering is responsible for driving revenues and for setting and meeting ambitious sales goals for their team and for themselves. They are the leading sales person of the team.

The Director of Catering constantly interacts with management and staff (at all levels) and with other Harwood Hospitality venues in a fast-paced environment, sometimes under pressure, always remaining flexible, proactive, resourceful and efficient, with a high level of professionalism.

Classification

Exempt/Salaried

Essential Functions

Job Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Planning & Coordination:

- Meets established deadlines for the production of BEO's, weekly and monthly calendars of events, group resumes, etc.
- Works 60 days out in contacting groups, social events, and weddings to ensure that guests are dealt with in a timely manner.
- Serves as the primary point of contact for group and social catering guests planning events at Harwood Hospitality.
- Independently researches, prioritizes, and follows up on multiple incoming issues and concerns addressed to catering and conference services; determines appropriate course of action, referral, and/or response.
- Is responsible for heavy calendar management, requiring interaction with both internal and external constituents, to coordinate a variety of complex executive meetings.
- Prioritizes and manages multiple projects simultaneously, and follows through on issues in a timely manner
- Liaise closely with operational staff on all details for a group contracts and communicate clearly the needs of the group in detail

- Participates in various committees including but not limited to Food and Beverage, and catering meetings.

Sales & Marketing:

- Sets sales objectives and drives sales
- Identifies prospective clients' exact needs, by questioning, observation and the completion of a full sales survey.
- Follows-up on leads by visiting prospective clients regularly, and maintaining good telephone contact with corporate group's guests.
- Achieves or better budget sales targets for social events and weddings.
- Maintains communication with the client, once the contract is opened, and show an ongoing interest in the operation.
- Completes a daily/weekly log of all sales activities.
- Researches prospective client details, finding out as much as possible about the company to ensure a professional approach.
- Constantly monitors and be aware of competitor activity.
- Presents a realistic proposal to a prospective client, having thoroughly researched cost factors, and ensure that the proposal is achievable. Remembers at all times to represent Harwood Hospitality (rather than the client) and must clearly communicate the policies of HH while accommodating the client to the highest possible level.
- Constantly is aware of new business opportunities, both in the social/wedding market, and in the group market to routinely handle familiarization visits for potential future business.
- Liaises with Harwood Intl marketing dept. to keep all collateral up-to-date, monitors social media feeds and feedback, makes sure all information on Harwood catering webpage are accurate and up-to-date
- Plans new promotions and initiatives, and contributing to business development;
- Monitors HH Division social media activities and HH Division F&B unit's websites. Feeds HH Marketing Manager with helpful news or updates
- Identifies and evaluates competitors
- Keeps current with trends in the restaurant industry
- Communicates and handles incoming and outgoing electronic communications on behalf of the Harwood Hospitality as related to catering and conference services.

Operations:

- Monitors the quality of the product and service provided to ensure that it meets with established standards of Harwood Hospitality.
- Oversees and plans all special events and member events as assigned during the course of the year.
- Makes sure his facilities are maintained in perfect condition: cleanliness, order,
- Together with Exec. Chef de Cuisine, plans menus in consultation with chefs when required; and updating the catering menus for price and menu changes on an annual basis.
- Overseeing the management of the facilities, for example checking events bookings and the allocation of resources and staff to ensure standards are maintained.
- Performs miscellaneous job-related duties as assigned.
- Is fully conversant with all statutory requirements regarding a food and beverage operation

Guest's Relationships:

- Meets and greets guests, builds strong guests relationships, constantly inquiries about guest's satisfaction,
- Makes sure his/her service team inquires and memorizes guests preferences and birthday dates, and records these data in the guests database
- Interacts with VIPs, Ownership and Guests on behalf of the HH – greeting VIP's, handling special requests, etc
- Regularly review and evaluate the degree of customer satisfaction of the individual restaurant.
- Constantly updates guests database and maintains it as an effective marketing and PR tool
- Learns from defects and incidents and implement resolutions to ensure they do not happen again. Makes sure guests issues are recorded. Reports on guests issues to GM or DOO
- Monitors guest's comments on social media (Facebook, Trip Advisor, etc.) and gives appropriate feedback

- Relationships with outside vendors (musicians, florists, rental company)
- Community groups sponsoring events
- Responsible for budgetary and expenses of the in-house events, including labor, cost of goods, and net profit.
- Ensures the timely completion of certain management duties (scheduling, administrative, event orders, etc.)

People & Culture:

- Organizes and leads the catering team per Harwood Hospitality Motto, Mission Statement and Cores Values. Always leads by example
- Trains, supports and motivates the catering team. Always praises on efforts and achievement
- Takes part in recruitment and disciplinary processes for his/her team
- Ensures a flawless information within the catering team
- Performs annual evaluations and sets annual goals for each member of the team
- Always manages/leads by example. Takes accountability for problems
- Delegates and follows-up effectively
- Makes sure all his/her associates are perfectly groomed and always behave according to HH codes of practice and image.

Administration & Finance:

- Budgets and establishes financial targets on an annual basis as instructed.
- Keeps financial and administrative records of past groups in software used on property.
- Reports on financials per company's procedures
- Liaises with suppliers, entertainers and clients
- Performs annual global inventory
- Monitors contracts and profitability.
- Ensures that all events deposits are received on time
- Manages effective control of food, beverage and labor costs among all outlets.
- Achieve predetermined profit objectives and desire standards of quality food, service, cleanliness, merchandising and promotion.
- Reviews schedules for the operation of the restaurants, to insure the highest level of guest service while also monitoring labor costs
- Implements effective control of beverage and labor costs among all sub-departments

Procurement & Deliveries:

- Identifies and estimates food* and beverage supply requirements and places beverage orders with suppliers (*together with Head Chef)
- Checks and orders supplies of non-food items
- Ensures that consumable and non-consumable goods are ordered, correctly stored and inventoried.
- Checks quality of deliveries and documentation
- Ensures that all terms and conditions of signed contracts with approved vendors/suppliers of his/her unit are executed and followed. Reports to Restaurant GM on any contract breach
- Ensures correct storage of supplies

Meetings & Communication:

- Prepares and analyzes management reports for his/her unit
- Attends meetings with Restaurant GM or DOO
- Reports immediately on any major product defect or any major guest issue and takes all necessary corrective actions
- Ensures a smooth communication with all direct reports and other Restaurants/Units GM's

Competencies

- Adaptability / Flexibility
- Budgets / Cost Control

- Communication
- Decision Making/Judgment
- Customer Focus
- Leadership

Supervisory Responsibility

Yes

Work Environment

This job operates in an office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Position Type and Expected Hours of Work

This is a full-time position; typical work hours and days are Monday through Friday, 8:30 a.m. to 5:30 p.m. May be some flexibility in hours required.

Required/Preferred Education & Experience

- Bachelor's degree in Hospitality or related field
- Experience in the hospitality industry. Experience in luxury hospitality preferred
- Knowledge of office management principles and procedures
- Leadership skills for a wide range of recreation activities and special events

Work Authorization/Clearance

Offers of employment are contingent upon satisfactorily passing the pre-hire background screening and will also take into account the results of any reference checks, behavioral interview results, and/or pre-hire tests or profiles.

AAP/EEO Statement

Harwood is committed to equal employment opportunity and will not discriminate against Associates or applicants in any terms and conditions of employment on the basis of any legally-recognized basis (protected classes) included but not limited to: age, race, color, religion, genetic information, sex, national origin, disability, ancestry, creed, marital status, sexual orientation, or any other protected class under federal, state or local law. This non-discrimination policy extends to all terms, conditions and privileges of employment as well as the use of all Company facilities, participation in all Company-sponsored activities, and all employment actions, such as promotions, compensation, training, benefits and termination of employment.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, schedules, work hours, responsibilities and other work activities may change at any time with or without notice.

Please send your resume to nrungruangphol@harwoodinc.com