

Holiday Valley Resort
Ellicottville, NY

Director of Food and Beverage

Job Description – January 2024

Company Overview

Holiday Valley is a successful four-season resort in Western New York State which has been proudly independent since its start in 1957. The resort features 13 lifts and 60 trails spread over 1400 acres. With three base lodges, two hotels and a full-service restaurant, Holiday Valley bustles during the winter season. During the summer, visitors enjoy the Double Black Diamond 18-hole golf course, Resort Pool Complex, Sky High Aerial Adventure Park and more. A dedicated year-round staff welcomes wedding and conference business during all non-skiing months.

Holiday Valley is adjacent to the quaint, fun-loving village of Ellicottville which features an authentic ski-town atmosphere and bustles with shops and restaurants. Only one hour away from Buffalo, NY and less than three hours from Toronto, Ontario and Cleveland, Ohio, Holiday Valley draws visitors from across the region who want to experience fun, adventure and relaxation in beautiful Ellicottville, NY.

Position Objective

The qualified individual will be a team oriented and self-motivated professional responsible for running a successful, profitable and forward-looking food and beverage operation while upholding a high-quality image and demonstrating a level of confidence, knowledgeable experience and a passion for meeting both guest and staff expectations.

Reporting Relationships

Reports to: Director of Skier Services

Supervises: Executive Chef, Food & Beverage Operations Staff, Restaurant Manager, Bar Manager, Warehouse Manager, Food & Beverage Administration Team

Works Closely with: General Manager, VP of Finance, Director of Resort Services, Director of Marketing, IT Manager, Conference and Event Sales Team

Major Responsibilities

1. A primary responsibility of the Director of Food and Beverage is to Motivate, Educate and Recognize his/her staff.
2. Recruitment, retention, training, managing and developing the Food and Beverage Management Team.
3. Management and oversight of all Food and Beverage outlets including, but not limited to winter concessions, restaurant, coffee shop, conferences and events (including weddings), golf course operations, cabana bar, vending, summer operations.
4. Administration and budgeting of all Food and Beverage expenditures, including wages, capital expenditures and promotions.

5. Establishing targeted goals, KPIs, schedules, policies and procedures. Operating the department to maximize profitability and monitoring operational cost against gross revenues.
6. Ensure that through each employee, we offer products and services of the highest quality and professionalism. Important that each member of the staff understands a simple rule of thumb: "See what the guest sees."
7. Provide consistent leadership to ensure that Food and Beverage staff have high esprit d'corp and camaraderie. Recognize employees who exhibit outstanding guest service.
8. Work with Sales and Marketing Teams to develop a plan to increase wedding and event business.
9. Constantly promote cooperation among all departments within Win-Sum Ski Corp. and strive to maintain good communications with all Win-Sum Ski Corp. employees.
10. Continually improve staff performance through on-going training and evaluation programs.
11. Oversee regulatory compliance with SLA, Health Department, OSHA and other applicable regulatory agencies.

Operating Responsibilities

1. Administering accounting procedures, payroll, pay scales and daily receipts.
2. Oversight of departmental purchasing. Create purchasing guidelines, monitor product turnover and warehouse inventories, establish quality product standards, negotiate pricing and inspect invoices regularly.
3. Oversight of menu design for all Food and Beverage outlets.
4. Continually update all foodservice offerings and procedures to maximize guest satisfaction and revenue. Be forward-thinking, creative and knowledgeable of new products, techniques and trends.
5. Establish and enforce the staff uniform policy and monitor compliance. Provide oversight of dispersal and inventory of uniforms.
6. Developing the well-disciplined, personable and friendly attitude that is required of a professional staff.
7. Maintenance of health and safety standards. Conduct operations to promote a safety culture.
8. Develop and promote a high-level of performance standards for the Food and Beverage staff members by monitoring and resolving problems, maintaining open communication and organizing employee events.
9. Monitor customer feedback daily and always seek to resolve issues in a positive manner.

The duties and responsibilities that are listed are not all inclusive. Other duties may develop, be assumed or assigned as needed in the ever-growing and changing atmosphere of the organization.

Qualifications

1. Strong leadership and organizational abilities, along with proven Food and Beverage management experience.
2. Professional image and a positive attitude about Holiday Valley, its programs and policies.

3. Receptive and intuitive attitude toward staff members, customers and other management of Holiday Valley. Ability to spot and resolve problems efficiently and effectively.
4. Passionate about food, beverage and hospitality. Up to date with food and beverage trends and best practices.
5. Experience using business related information technology and systems as a professional administrator.
6. Able to manage personnel and meet financial targets.
7. Culinary school diploma, degree in food service or hospitality management (or related field).

Compensation Plan

Base salary

- \$100,000 - \$140,000 depending on experience

Benefits

- 401K plan, enrollment in Pension & Profit Sharing Plan, Family Recreational Privileges, Vacation, Health Insurance