

Chapter 2

Career Opportunities

Activity 2.1 Careers in the Industry

Directions

Describe the responsibilities associated with each restaurant management and support job listed below.

JOB	PRIMARY RESPONSIBILITIES
Owner-operator and entrepreneur	<ul style="list-style-type: none"> • Owns and runs their own business • Dedicated to their business' success • Performs front-of-house and back-of-house duties as necessary • Provides leadership and vision for direction of the operation
District manager	<ul style="list-style-type: none"> • Helps to drive strategy, vision, and direction • Responsible for multiple operations in a particular region • Works closely with corporate, operations, and general managers to ensure operations run smoothly • Demonstrates solid leadership skills and the ability to quickly make complex decisions
Multi-unit manager	<ul style="list-style-type: none"> • Responsible for executing the strategy, vision, and direction of owners and upper-level management across multiple units • Responsible for multiple operations in a particular region • Works closely with the restaurants' general managers to ensure operations run smoothly and goals are understood and met • Demonstrates solid leadership skills and the ability to quickly make complex decisions

Teacher Note:

Remind students that restaurant operations have every role that any other business does—from manager to IT to inventory. You may ask students to consider which roles are most interesting to them as a possible career. This may be used as part of a follow-up classroom discussion. Which careers are most interesting to the class, and which are least? Why?

JOB	PRIMARY RESPONSIBILITIES
General manager	<ul style="list-style-type: none"> • Responsible for the overall planning, direction, and coordination of the operation • Responsible for hiring, promoting, and terminating employees • Oversees day-to-day management of various functions by other managers
Manager	<ul style="list-style-type: none"> • Sometimes responsible for one or more areas of an operation (e.g., catering, beverage, kitchen, or dining room) • Hires and supervises employees • Trains staff • Maintains the operation and its property • Ensures safety of food, guests, and employees • Assists with marketing and promoting the operation • Works to ensure profits and manage costs • Assists with purchasing and storing food
Assistant manager	<ul style="list-style-type: none"> • Assists the managers • Sometimes assigned to focus areas (e.g., catering, beverage, kitchen, housekeeping, and dining room)
Purchasing manager/buyer	<ul style="list-style-type: none"> • Responsible for buying the goods and services needed by an operation • Maintains right supply of products and services • Maintains the quality standards of the operation • Negotiates with vendors and manages vendor relationship • Schedules orders and deliveries • Effectively manages expenses
Receiving and storing	<ul style="list-style-type: none"> • Plans for deliveries • Inspects delivered goods and accepts or rejects them • Follows proper receiving and storing procedures to prevent food safety problems and spoilage • Ensures clean, well-maintained receiving area • Protects perishable products with rapid, proper storage

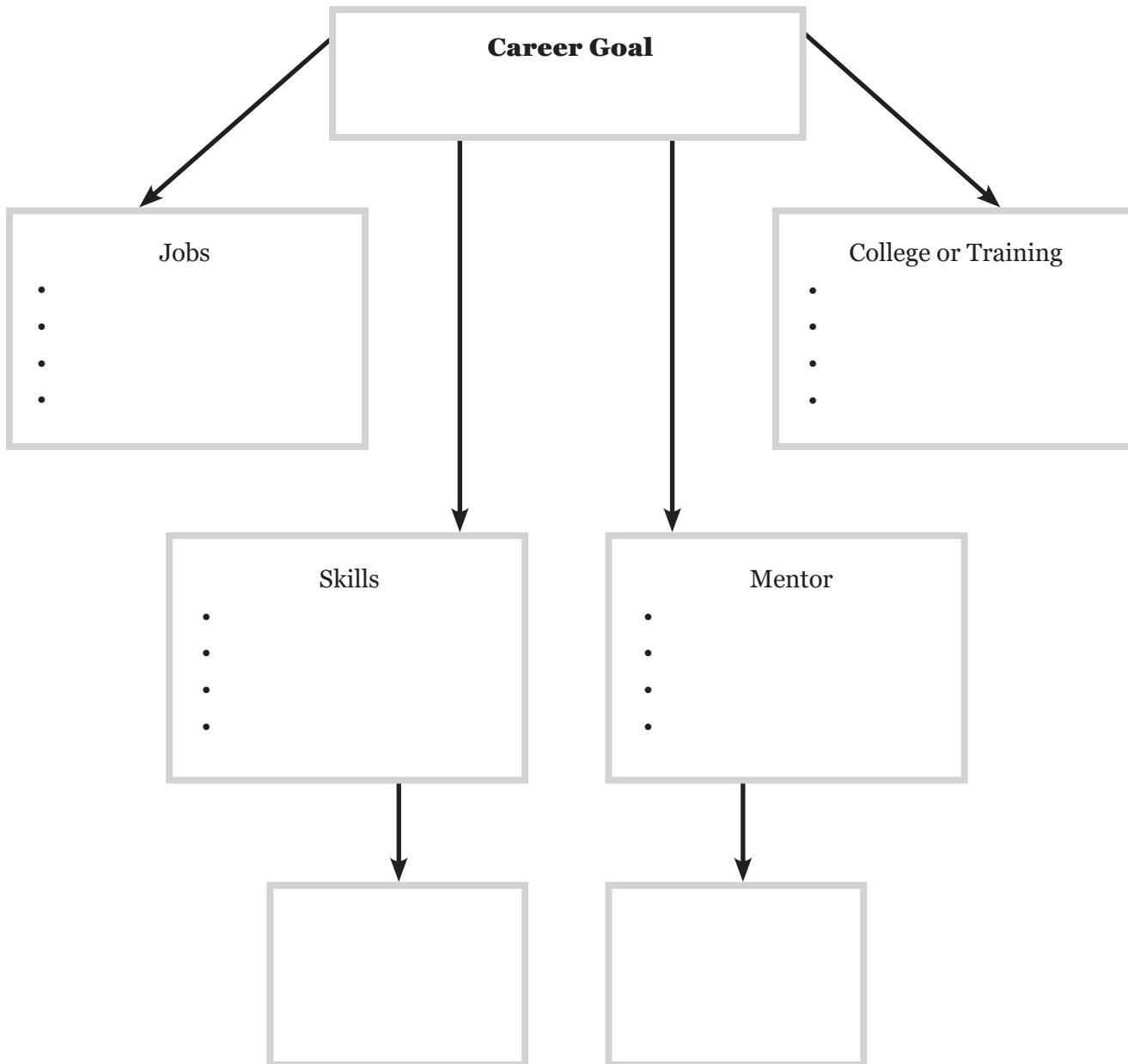
JOB	PRIMARY RESPONSIBILITIES
Inventory management	<ul style="list-style-type: none"> • Takes inventory of all products in storage and in kitchen • Issues products, keeping proper documentation • Tracks which areas of the business are using which products • Calculates product usage, food costs, and profits/losses • Minimizes waste and controls theft
Bookkeeping and accounting	<ul style="list-style-type: none"> • Manages day-to-day financial records (sales and deposits) • Produces financial reports • Conducts banking activities and reconciles accounts • Manages accounts billable and payable • Prepares tax payments and returns • Creates and maintains financial reports, records, and general ledger accounts • Analyzes the operation's financial performance • Defines budgets, tracks key performance indicators, and analyzes performance toward goals
Information technology	<ul style="list-style-type: none"> • Ensures sound IT infrastructure (e.g., adequate bandwidth and powerful hardware and software) • Keeps operation's technology on leading edge for productivity, efficiency, and enhancing customer experience • Solves any technological challenges
Marketing and sales	<ul style="list-style-type: none"> • Defines brand and brand guidelines • Conducts research to understand demographics and market needs and expectations • Creates and carries out marketing and sales strategies to promote the business and drive growth • Creates, maintains, and leverages social media presence • Plans events, sponsorships, discounts, and promotions
Human resources	<ul style="list-style-type: none"> • Assists managers in recruiting and hiring processes • Properly onboards new hires • Tracks timesheets and runs payroll • Researches, negotiates, and coordinates employee benefits • Manages personnel problems, following proper procedures • Stores and maintains employee information

Activity 2.2 Careers in the Industry

Directions

Imagine today is day one of your career in the restaurant and foodservice industry. Choose a career goal, like becoming the executive chef of your own restaurant. How do you get there? Create a plan to achieve your goals, including entry-level jobs, the skills you will need to develop, the mentor who may assist you, and any college or training needed. Use the map below to create your own career plan.

MAPPING YOUR CAREER



Teacher Note:

Students should perform guided research into career pathways in the restaurant and foodservice industry and form a plan that provides clear sequence steps to a goal.