

National Apprenticeship - Occupational Profile

Apprenticeship Title	Bar Manager
NFQ Level	Level 7 Bachelor of Arts in Bar Management
Duration	3 years
Occupational Title	Bar Manager
Typical tasks/ responsibilities	<p>Bar Managers are responsible for the successful management and operation of licensed premises. They operate across a wide range of settings in pubs, hotels and clubs providing a service to customers involving the sale and consumption of alcoholic and non-alcoholic drinks. Their services often include the preparation and serving of food. They cater for individuals and group-based social and community events.</p> <p>Bar Managers have detailed knowledge of the industry, its product offerings and operating practices and of their legal requirements to customers, staff and the general public. They have strong customer service skills allowing them to provide a safe, pleasant and welcoming social experience for their clients.</p> <p>Bar Managers have general business skills in finance, marketing and people management. They are responsible for the financial performance of their operation, its marketing to customers and the selection, supervision and motivation of staff.</p>

On successful completion of the proposed apprenticeship, a person in the occupation of Bar Manager will have the following knowledge, skill and competencies:

Knowledge	<p>Bar Management</p> <ul style="list-style-type: none">• Customer service principles• Service standards• Standard Operating Procedures (SOPs)• Product knowledge/industry trends and developments• Responsible Serving of Alcohol (RSA)• Food management/food hygiene/allergen awareness/HACCP• Supplier management• Product management• Venue management• Operation of a licensed premises• Regulatory environment - licensing laws, (noise pollution, diversity of access, smoking, etc.)• Compliance with regulatory bodies HSE, HSA, Security (PSA), etc.• General Data Protection Regulation (GDPR)• Health and safety procedures – manual handling, risk assessment, fire risk management, chemical management, accident prevention• Risk assessment, insurance and claims, compliance, personal injury claims, accidents, incidents, fraud
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Knowledge continued

Business Management

Financial

- Money management, operating costs, cash flow, margins, profit and loss, taxation
- Financial management
- Project costs, return on investment, risk analysis
- Insurance and claims, probable maximum loss
- Capital expenditure
- Property management

Marketing

- Product, price, promotion, place
- Market analysis, competitor analysis
- Social media applications

People Management

- Selection, motivation, supervision, retention
- Legal aspects – employment law and contracts
- Training and development

General Management

- Management functions/roles and responsibilities
- Business objectives and strategy
- Principles of project/event management
- Future proofing/innovative thinking
- IT resources for reports, financial analysis and presentations

Skills

Bar Manager Skills

- Delivering a quality customer service
- Managing complaints
- Responsible Serving of Alcohol (RSA)
- Drug awareness
- Preparation of alcoholic and non-alcoholic beverages /cocktails / barista
- Stock management, cellar management, glass management. waste management
- Drinks/food/service display
- Managing suppliers - buying and negotiating
- Venue management - effective space utilisation
- Basic food handling/food hygiene
- Roster planning and costing
- Menu planning and development
- Health and safety practice - manual handling, fire training, chemical training, occupational first aid, risk assessment
- Managing security and/or security licence
- Project and event management
- Identifying and managing general entertainment requirements

Business Skills

Financial skills

- Pricing, cost management, margins
- Basic accounting, profit and loss, cash flow, banking, trading, payroll analysis
- Project/event pricing
- Financial management of stock
- Financial and performance data analysis

Marketing/Sales

- Product/service display
- Product/event promotions – music/sport
- Marketing tools for different audiences
- Social media promotions
- Data analytics/monitoring campaign responses
- Creating a sales culture – selling/upselling
- Creating a sales pitch

People Management

- Interview skills
- Recruitment/selection/motivation/retention
- Supervision/setting goals/targets for others
- Performance management
- Grievance and dispute resolution
- Training

General Management Skills

- Organisation and planning
- Setting organisational targets/implementing goals
- Developing and implementing standard operating procedures
- Policy implementation

Technical Skills

- IT Skills – recording, communicating, presenting
- Use of Point of Sales (POS) systems, booking systems
- Use of social media applications
- Report writing for different audiences
- Implementing data protection requirements and obligations

Soft Skills:

- Communicating with many audiences – customers, suppliers, owners, accountants, regulatory bodies, professionals and members of the public.
- Professional presentation and demeanour
- Cleanliness/hygiene
- Conflict management/de-escalation

Competencies

- Excellent customer service interaction
- Strong communication skills – verbal/non-verbal/written communication appropriate to different audiences
- Organisation and time management skills/efficiency
- IT Skills
- Numeracy skills
- Leadership skills, change management
- Attention to detail
- Open/welcoming/respectful/empathetic
- Integrity
- Ability to make decisions/adjust to changing demand circumstances
- Project/Task Management – Goal Setting and achievement

Industry/ industries served by the proposed apprenticeship

- Licensed public houses
- Bars within hotels
- Guest Houses
- Clubs and other venues representing and supporting central aspects of Ireland's hospitality, leisure and entertainment industries

Proposed minimum entry requirements for apprentices on the programme

For entry onto the programme, apprentices will be required to have previously completed their Leaving Certificate with 5 passes or alternatively to hold a relevant major award at level 5 on the NFQ or an equivalent qualification from another awarding body.

A mature candidate, over the age of 23 who does not hold the above qualifications but has a number of years' experience in the sector, are recommended by their employer and who demonstrate the right attitudes and behaviors will also be eligible to apply.