

## **DIRECTOR OF FOOD & BEVERAGE PROFILE: PINK SHELL BEACH RESORT AND MARINA FORT MYERS BEACH, FL**

### **THE DIRECTOR OF FOOD & BEVERAGE OPPORTUNITY AT PINK SHELL BEACH RESORT AND MARINA**

An amazing opportunity exists for a candidate with a successful track record of leadership and high-quality F&B operations management in hotels, resorts, private clubs or high-end establishments. We are conducting a search for the Director of Food and Beverage at a premier beach resort in Fort Myers Beach; one which is quickly building a reputation that places it among the best in the country. The successful candidate will be an integral part of a high-performing team at a world-renowned resort, recognized for its innovations, quality work environment and focus on continually raising the bar for its guests and staff.

The primary focus of the role is on the overall guest experience, which is of utmost importance to the fabric of the resort. The ability to consistently look forward in planning, innovations, organization and overall departmental leadership is a critical skill set required for success in this position. Equally important is the ability to intuitively embrace the need to be visible and highly interactive with the guests and staff. Leadership in this area begins and ends with approachability and accessibility.

### **PINK SHELL BEACH RESORT AND MARINA & COMMUNITY**

Pink Shell Beach Resort and Marina is a full-service resort in Fort Myers Beach, Florida on Estero Island. *Condé Nast Traveler* readers' choice just named Pink Shell the [#7 top resorts in Florida for 2018](#).

The resort is surrounded by the Matanzas Pass on one side and the pristine white sand of the Gulf of Mexico on the other. Pink Shell has evolved from a single cottage built in 1950 to an expansive 12-acre beach resort and marina. The resort is part of Boykin Management Company and offers studios, one- and two-bedroom villas with guaranteed beach views, ample meeting facilities, a relaxing spa, full-service marina, state-of-the-art fitness center, two restaurants and fun activities for the whole family.

Pink Shell Beach Resort offers a 6,000-square-foot spa and three heated pools as well as on-site boat docking facilities and services. Guests enjoy a total-body workout at the on-site fitness center or swim in the lagoon-style pool, complete with a large waterfall. Parasails, kayaks, and other watersport equipment are available for hire.

The two restaurants currently located on site are Jack's which serves breakfast daily and is also used for catering and other events along with Bongo's Beach Bar and Grill that serves traditional Florida beach fare along with a collection of tropical drinks amid a rainforest-style décor. The resort is in the pre-construction phase of the remodeling and rebranding of a new indoor poolside restaurant, Rae's on The Beach which will serve lunch and dinner daily, Rae's is scheduled to open this fall.

Catering and event space are available at Pink Shell. The resort hosts 100 weddings a year. As the area's premier beachfront resort, Pink Shell Beach Resort and Marina provides a perfect wedding backdrop. Venues include the casual elegance of a beachfront wedding or a formal evening in the Lido Grand or Captiva Ballroom.

Also, from board meeting to extravagant corporate event, Pink Shell has a function room to fit guests' needs. With over 37,000 square feet of scenic outdoor waterside and landscaped event space and 1,500 feet of private beachfront, Pink Shell has everything needed to host a first-class private or corporate event.

Beautiful Bowditch Point Park Nature Preserve is next door and the city's bustling Times Square is a 15-minute walk from the hotel. Cape Coral Florida is 12 miles' drive from Pink Shell Beach Resort and Marina.

## **PINK SHELL BEACH RESORT AND MARINA BY THE NUMBERS:**

- 12-acre, 231-room resort property
- \$28M in gross revenues
- \$6.5M total food and beverage revenue
- \$1.7M beverage revenue (80% liquor, 10% beer, 10% wine)
- 41-slip marina with full access to the resort
- 230 FT and 30 on-call employees
- Amenities include 2 full-service restaurants, 3 heated pools, 2100 sq. ft. of indoor meeting and catering space, room service and fitness center.

Please visit the website to view the many amenities at Pink Shell Beach Resort and Marina: [www.pinkshell.com](http://www.pinkshell.com)

## **DIRECTOR OF FOOD & BEVERAGE POSITION OVERVIEW**

The Director of Food & Beverage (DFB) is ultimately responsible for all resort food and beverage service operations, including its activities, dining options, and relationships between guests and employees. The DFB is the “public face” of these operations with a hands-on approach and an understanding that full “on-the-floor” guest and staff engagement is critical to success in this position. The DFB consistently provides superb dining and other food and beverage experiences for the resort guests. This senior level position works closely with, and reports to, the General Manager. The relationship with the culinary team is very important to this position, ensuring collaborative and harmonious relationships between front and back of house operations.

## **KEY RESPONSIBILITIES**

The Director of Food & Beverage:

- Is the primary coordinator of food and beverage budgeting, hiring, coaching, training, menu development, orientations and creating a culture of teamwork, and the supervision of associates to ensure all is done in accordance with approved resort policies and compliant with governmental regulations.
- Develops comprehensive training programs. It is necessary to underscore the importance of the need for developed training programs for Food and Beverage employees. The successful candidate will address this need quickly upon hiring.
- Has a strong and highly visible and respectful presence with the resort guests, is an exceptional communicator, has adroit interpersonal skills, and the maturity to instinctively know how to treat guests with a high-level of service. He or she must be able to communicate these expectations to a staff with diverse backgrounds and motivate them positively to understand and execute to those expectations.
- Establishes standard operating procedures, procurement and processes for all outlets while maintaining the brand identities of each venue.
- Oversees all dining areas to ensure smooth and consistent experience commonality in all operations, high levels of guest satisfaction, quality food products and exemplary service in conjunction with managers and chefs.
- Holds weekly staff meetings with direct reports to keep them informed of necessary and relevant activities and expectations at Pink Shell. He or she assists in planning and is responsible for ensuring that catering/meeting events are well-conceived and executed.
- In addition to a la carte, oversee all banquets, meetings and weddings.
- Is responsive to guests’ requests and strives to accommodate reasonable requests. He or she has believes in the service philosophy of “the answer is ‘yes,’ what is the question?”
- Clearly understands the metrics for successful attainment of financial goals and objectives in F&B operations and consistently reviews these expectations with his or her direct reports to ensure understanding and ‘buy-in’ from those contributing to their attainment.

- Develops and monitors plans, budgets and procedures to provide direction and controls for food and beverage operations; implements corrective procedures as necessary to help ensure that budgeted goals are attained.
- Has a strong sense of urgency and responsiveness, while also maintaining the quality and integrity of the department's business plan.
- Recommends, monitors and manages policies, operating procedures and staffing for all F & B areas. He or she recognizes the needs and consistently performs to high levels of service in each of these operating areas.
- Ensures adherence to, and compliance with all health, safety, liquor consumption, and all other food and beverage regulations. He or she keeps current on all matters pertaining to the food and beverage industry.
- Is responsible for the management of all alcoholic beverage inventories and purchases.
- Consistently monitors payroll and labor resource allocations to ensure they are in line with financial forecasting and goals.
- Is an active and dynamic recruiter of team guests and someone who inherently enjoys developing and building his/her team and leading them to significant, positive guest satisfaction outcomes.
- Is a collaborative team player who is willing to be "hands on" when necessary, but understands when to step back and lead the team.
- Involves associates in the decision-making process of how 'work gets done' and creates a work environment people want to come to and participate in every day.
- Has a passion and aptitude for teaching and training and develops and enhances training programs for all food service personnel, working, as necessary, with the managers directly responsible for those operations.
- Is a focused and consistent evaluator of personnel, ensuring that standards of conduct and delivery are met; this includes oversight of high standards of appearance, hospitality, service, and cleanliness of the resort facilities.
- Establishes and consistently enhances operating standards for personnel in areas of responsibility and consistently evaluates knowledge, understanding and execution to these high standards.
- Conducts and/or oversees training programs for food service personnel on various issues including service techniques, knowledge of menu items and daily specials, sanitation, team building and conflict resolution; regularly tests and evaluates knowledge and understanding of these expectations.
- Ensures that an effective orientation and onboarding program exists in all areas of responsibility, along with consistent professional development and training.
- Ensures effective and efficient staffing and scheduling for all facilities and functions while balancing financial objectives with guest satisfaction goals.
- Works closely with the Executive Chef to facilitate a strong relationship between kitchen and restaurant departments.
- Ensures that associates clearly understand performance expectations and that assigned tasks are reasonable, well-conceived and appropriately conveyed. He or she provides resources necessary to allow employees to perform their jobs effectively and creates an exceptional ambience for guests.
- Establishes and upholds expectations for dress, decorum and other service standards and consistently monitors for adherence at all times.
- Takes personal ownership of his or her area of responsibility, with special attention to the physical plant and overall appearance of the operation and understands the need to be consistently "guest ready" in both appearance and service.

## **CANDIDATE QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed above are representative of the knowledge, skill, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

A Bachelor's degree (B.A.) in Hospitality Management is preferable, or a two to four-year degree from a Culinary School, plus a minimum of four to six years of food and beverage management experience in a high volume facility or an equivalent combination of related education and experience.

#### **SALARY & BENEFITS**

Salary is open and commensurate with qualifications and experience. The resort offers an excellent bonus and benefit package.

#### **INSTRUCTIONS ON HOW TO APPLY**

***Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary.*** Your letter should clearly articulate how your skills and experience align with Pink Shell's needs and priorities and why you want to be considered for this position.

Please upload your resume and cover letter (in that order) using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

**IMPORTANT:** Save your resume and letter in the following manner:

"Last Name, First Name Resume" &

"Last Name, First Name Cover Letter"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter [visit this page](#).

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Nan Fisher: [nan@kkandw.com](mailto:nan@kkandw.com)

#### **SEARCH EXECUTIVE:**

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