



## VISION

*Our success as a top farm-to-table destination brand in New England will drive us towards constant improvements on the property and in operations, elevating the dining and overall guest experience, executing full-service stylized events that amaze guests, building our own self-sufficiency as a farming and energy-efficient property, and investing in our team's financial and personal advancement.*

## MISSION

*We delight guests with special spaces, superb hospitality, and global menus of scrumptious foods and beverages that are sourced, as much as possible, from local farmers and suppliers.*

## GUIDING PRINCIPLES

*Through our relationships with stakeholders, long-term planning and day-to-day operations, we make decisions and implement practices that prioritize:*

- 1. Ensuring that leadership drives results and organizes for high efficiency, safety and success.*
- 2. Providing coaching, training and resources to team members in a supportive manner that enables them to make good decisions at the guest contact point and be leaders who think strategically, professionally, and creatively.*
- 3. Demonstrating honesty, empathy, care and integrity in all our relationships.*
- 4. Operating in a debt-free status with reserves to reinvest and save.*
- 5. Continually improving upon and investing in our facilities and amenities while setting higher standards for hospitality and modern country elegance.*
- 6. Embracing new technology to help us work more efficiently.*
- 7. Strengthening the regional green ECONOMY and ECOlogical sustainability.*
- 8. Supporting local craftspeople and value-added food producers in all aspects of our business.*
- 9. Building key partnerships with groups aligned to strengthen four pillars of our community: local farming, multi-generational community, outdoor recreation in support of land conservation, and public art. We support efforts to include people with disabilities in these areas.*
- 10. Drawing people to Henniker, NH, while earning a broadly recognized brand reputation.*
- 11. Providing opportunities for the economic, personal and professional development of the people we employ in an energizing and supportive work environment.*
- 12. All staff are required to be vaccinated against Covid-19 and to wear masks, and follow other protocol, while interacting with guests and in the kitchen, public restrooms, and guest rooms.*

## **HOSPITALITY LEADER & ASSISTANT INNKEEPER**

*To Be Hired: February-April, 2022*

### **Schedule & Compensation**

This is a salary-based position compensated at \$55,000 for an average four-day work-week of 40 hours (may vary from 36-45 hours, depending upon business volume). The base schedule is: Tuesday 9 am-5:00 pm; Wednesday 9 am-7:00 pm; Friday 9 am-7:00 pm; Saturday 7:30 am-7:30 pm. Sunday mornings will be required from 7:30-11:30 am as needed (more often between June – October).

**Required Working Holidays:** Currently, Easter, Mother's Day, Valentine's, Thanksgiving and New Year's Eve are required shifts. As we build staff, we will allow each team member to elect one holiday off per year. We are closed Christmas Day.

### **Other Benefits**

**Paid personal leave:** In your first year, you will be eligible for 5 days of paid personal leave for any personal use with requests in advance (\*no more than 2 to be used prior to 90 days), or by telephone for sickness or emergencies. A total of 10 days will be granted on your first-year anniversary. Upon your fifth-year anniversary, your leave will be increased to 15 days. A total of three days may be carried over into the next calendar year for no longer than 3 months.

**401k participation:** All employees are eligible to designate a percentage of their pay after 1,000 service hours; we provide a matching employer contribution of up to 3% of your contribution.

**Health insurance:** After 90 days, you will have the option to elect both dental and/or vision insurance coverage at full cost to the corporation. You may also submit a personal health insurance statement for reimbursement of up to, currently, \$250 per month.

**Annual Increases:** Annual increases are based upon personal performance, the percentage of business growth, and the achievement of net profit.

### **Supervision**

This position reports directly to the Chief INNnovation Officer. The successful candidate in this position could grow to supervise event service staff, housekeeping staff, front desk attendants, and restaurant service staff.

## POSITION DESCRIPTION

**General Description:** This position drives and supports ten core areas which help GrazingGoats, Inc. achieve its mission and meet its monthly and annual goals:

- 1) Master and strengthen Front of the House operations;
- 2) Elevate our hospitality approach to ensuring that the overall guest experience is exceptional and to our best ability;
- 3) Ensure that the property is always at its best for receiving guests;
- 4) Assume direct responsibilities for creating meaningful guest experiences for recreation, learning, relaxing, exploring, and connecting;
- 5) Drive the meal sales average above \$50 per person and beverage sales average above \$16 per person (goal to be adjusted for 2022);
- 6) Attract more than 125 Dining Covers per week (goal to be adjusted for 2022);
- 7) Obtain an Annual Occupancy Rate of at least 40% and an average Daily Room Rate of at least \$185.00 (goals to be adjusted for 2022);
- 8) Support green and safety initiatives and take leadership supporting our overall mission.
- 9) Provide input into event/inn/restaurant promotional materials and serve as a leader in promoting our services and events to the local community and beyond; and,
- 10) Contribute to making improvements in overall business operations and staff relations by making positive comments or suggestions, communicating directly and honestly, and actively participating towards improvement (complaining and divisiveness is not productive).

### **Specific Duties**

#### Guest Services

- Make guest service your number one priority – this starts with ensuring that guests are warmly welcomed and seated/shown to their rooms;
- Learn full process of tending to the front desk and RezNexus system as well as being fluent in details and dates for in-house events and private events;
- Gather customer information and to ensure that details are collected in their customer profile such as favorite items, anniversaries, birthdays, talking points;
- Operate and expand the Gift Certificate Program;
- Work with Chief INNOvation Officer and Chef to develop Packages, a Frequent Visitor Program, and Travel Itineraries that appeal to our target markets (event guests, foodies, active travelers, romantic escapes) – integrate packages into reservations system;
- Learn how to properly make over a guest room and launder sheets, napkins and linens to help as needed to prepare for guest arrivals;

- Be prepared to serve as the primary operations manager/point of contact when the Chief INNOvation Officer is on vacation or otherwise unavailable;
- Encourage guests to leave positive reviews;
- Help capture photographs and other materials for social media postings and general marketing.

### Events

- Contribute to planning, ideas, development and support for event design and execution;
- Strengthen our visibility within target market(s) for corporate events by being active in Chambers of Commerce and actively introducing our services to the business/organization community;
- Assume direct responsibility for welcoming and supporting event guests and vendors;
- Be the direct contact for Bridal Party services on the day of weddings;
- Research resources for event execution;
- Conduct research on other event venues and opportunities for advertisement; present regular reports and recommendations;
- Debrief on executed events with management

### Dining Room Service

- Serve as a host to support the dining room team through our peak service time while managing other operational fronts such as telephone calls, lodging arrivals, overnight guest requests, and the unexpected so that the service team may stay focused on serving restaurant guests.
- Schedule time each week to adequately learn the food and bar menu prior to service in order to proficiently represent the menu and upsell;
- Learn bar operations and inventory in order to provide bar service as needed in off hours;
- Ensure that dining room and server stations are prepared by 5:00 pm and as needed;
- Proficiently master our Point of Sales system for all orders and enter details on bar and food items to help servers sell; explore improved guest management within the system;
- Be prepared to take orders from customers and upsell to your best capacity, ensure that all bills are accurate before submitting to customer or front desk;
- Follow and help improve standards for service, clearing tables and side work;
- Accurately and respectfully communicate with the kitchen team and other servers, ask for help before you are in crisis;
- Encourage enrollment in our Frequent Dining program;

## General

- Actively participate in a weekly property review/walk-through and a weekly staff meeting to review and discuss the anticipated flow of the upcoming month and to strive towards continued total quality management improvement;
- Fully play out your role to ensure excellent execution; and make assignments and requests or provide direction to other staff as required;
- Attain certification for CPR, TIPS training and other licenses/certification as required;
- Assist with errands as needed for regular operations and special events;
- Provide input and support to promotions and advertising;
- Provide input, materials/stories and support for developing a Social Media Plan and enhancing social media (FaceBook, Twitter, Instagram, Pinterest); relaunch Pinterest;
- Develop a two-year plan for Personal and Professional Development and discuss with Chief INNOvation Officer, request support as needed to achieve plan; participate in the Concord Chamber of Commerce as well as groups as identified.

## Performance Measures

- Ability to fully book reservations, gift certificates, and packages and respond to guest inquiries
- Guest Room Revenue
- Revenue from Meal/Bar Service
- Enrollment in Frequent Diner Program
- Responsiveness to promotions, packages, and experiences
- Repeat Guests
- Increased measurables for green initiatives
- Inventory constantly in stock and cost savings
- Guest book logs, online reviews, personal testimonials, and gratuities
- Staff demonstrate greater ownership of their roles and begin to actively participate in goal performance measurement
- Staff relations
- Ability of Chief INNOvation Officer to take time off and focus on other areas of operation