



SERENA HOTELS

SAFARI LODGES AND CAMPS

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TOURISM PROMOTION SERVICES EASTEN AFRICA Plc. (TPSEA)

JOB DESCRIPTION

Job Title: Food and Beverages Director

Reporting line: General Manager

Directly Supervises: Restaurant Manager, Bar Manager, Banqueting Manager, Executive Chef

Liaises with: F&B Service Team, Events & Banqueting Team, Stores, Procurement, Finance, Maintenance, Housekeeping, Sales & Marketing, Human Resources

Location: Kampala Serena Hotel, Uganda

Job Purpose

The Food & Beverages Director is responsible for providing strategic and operational leadership for all food and beverage operations within the hotel, including restaurants, bars, banqueting, room service, kitchens, and stewarding.

The role ensures the delivery of exceptional guest experiences while driving profitability, operational efficiency, innovation, quality, food safety, and team performance. The Director will oversee planning, execution, financial performance, people development, and continuous improvement across all food and beverage outlets in line with Serena standards, luxury hospitality expectations, and business objectives.

1. MARKET LEADERSHIP

- Communicate the Food & Beverage vision, mission, and core values and ensure they are understood and implemented by all team members.
- Collaborate with the General Manager, Executive Chef, Sales & Marketing, and Banqueting teams to develop innovative dining concepts, themed events, promotions, and guest experiences.
- Ensure all food and beverage offerings align with Serena, LHW, and LQA standards.
- Conduct regular SWOT analyses of food and beverage products, services, competitors, and market trends.



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- Analyze guest feedback and market intelligence to improve offerings and service delivery.
- Drive innovation in dining experiences, beverage programs, banqueting concepts, and premium guest offerings.
- Ensure compliance with all statutory, health, safety, food hygiene, and licensing requirements.
- Ensure adherence to data protection, document management, and departmental record-keeping policies.
- Educate the F&B leadership team on their roles in crisis management and business continuity plans.

2. LEADERSHIP IN PRODUCT AND SERVICE

- Develop and implement food and beverage strategies consistent with market trends and hotel positioning.
- Oversee the quality, consistency, presentation, and service standards across all restaurants, bars, banquets, room service, and kitchens.
- Ensure menus, beverage lists, and banquet packages are standardized and regularly reviewed.
- Lead the planning and execution of conferences, weddings, social events, VIP functions, and large-scale banquets.
- Ensure buffet, plated, and live station presentations maintain luxury standards regardless of volume.
- Maintain strict quality control for taste, presentation, portioning, and service excellence.
- Coordinate operational timelines to ensure seamless event setup and service execution.
- Work closely with culinary, pastry, bakery, and beverage teams to ensure integrated service delivery.
- Review guest feedback on food quality, beverage quality, service, and overall dining experience.
- Update and enforce Food & Beverage SOPs.
- Ensure strict adherence to food safety, hygiene, and sanitation standards.
- Ensure effective forecasting, mise en place planning, and logistical coordination for all operations.

3. MANAGING, GROWING AND RETAINING MARKET SHARE

- Drive revenue growth across restaurants, bars, banqueting, and room service.
- Stay updated on culinary trends, beverage innovations, mixology, wellness dining, and luxury hospitality developments.



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- Introduce innovative dining and beverage experiences that enhance the hotel's market positioning.
- Create memorable guest experiences through exceptional food, beverages, service, and ambiance.
- Develop offerings that attract corporate, diplomatic, MICE, wedding, leisure, and high-end clientele.
- Support seasonal promotions, festive campaigns, themed events, and partnership activations.
- Monitor competitor activity and identify opportunities for differentiation and growth.

4. COST MANAGEMENT AND REVENUE IMPROVEMENT

- Develop and implement food and beverage cost control strategies without compromising quality or guest satisfaction.
- Monitor inventory levels and ensure optimal stock management across all outlets.
- Minimize wastage through effective purchasing, storage, production, and service controls.
- Monitor daily business volumes, forecasts, and event schedules to optimize staffing and production.
- Ensure proper portion control and beverage control measures.
- Analyze revenue, food cost, beverage cost, labor cost, and outlet profitability.
- Prepare and manage departmental budgets, forecasts, and financial reports.
- Identify opportunities for upselling, cross-selling, and revenue enhancement.

5. PEOPLE MANAGEMENT AND PRODUCTIVITY IMPROVEMENT

- Ensure every team member has a clear performance plan and measurable objectives.
- Conduct regular performance reviews and coaching sessions.
- Implement relevant HR policies and procedures consistently.
- Develop training and capacity-building programs for service, beverage, culinary, and stewarding teams.
- Lead, inspire, and motivate teams during high-pressure operations and major events.
- Foster a culture of accountability, teamwork, professionalism, and guest focus.
- Manage staff relations, communication, discipline, and conflict resolution within the department.
- Ensure effective manpower planning, scheduling, and productivity management.
- Identify and implement cost-effective employee recognition and reward initiatives.
- Promote workplace health, safety, and wellness for all F&B employees.
- Organize wellness and engagement activities to support employee well-being.



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6. SUSTAINABILITY

- Support and participate in community outreach and environmental conservation initiatives.
- Implement sustainable food and beverage practices, including waste reduction, energy efficiency, and responsible sourcing.
- Reduce single-use plastics and promote environmentally conscious operations.
- Stay updated on sustainability trends and innovations within hospitality and food service.
- Promote sustainable banquet planning and responsible consumption practices.

JOB SPECIFICATIONS

- Bachelor's degree or diploma in Hospitality Management, Food & Beverage Management, Hotel Management, or a related field.
- Extensive experience in food and beverage operations within luxury hotels or large-scale hospitality operations.
- Minimum 8 years of experience in food and beverage operations in a 5-star international property, with at least 5 years in a senior leadership role.
- Proven experience managing multiple outlets, bars, banqueting operations, and large-scale events.
- Strong knowledge of restaurant management, beverage management, banqueting, room service, and culinary operations.
- Demonstrated ability to develop innovative food and beverage concepts and drive revenue growth.
- Strong financial, analytical, and operational planning skills.
- Proven leadership ability to manage and inspire large multidisciplinary teams.

SKILLS AND PERSONAL ATTRIBUTES

- Effective written and verbal communication skills.
- Team leader and team player.
- Ability to lead, inspire, and motivate a large team to achieve organizational goals.
- Creative mindset with the ability to drive continuous improvement and innovation.
- Excellent guest service and customer focus.
- Strong knowledge of food and beverage products and service standards.
- Problem-solving and decision-making skills.
- Flexibility to work long hours, weekends, and holidays when required.



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- Attention to detail.
- Strong organizational and planning skills.
- Strong business and commercial acumen.
- Knowledge of food safety, HACCP, beverage control, and luxury service standards.
- Ability to work effectively under pressure during large-scale events and peak operations.
- Positive interpersonal skills across departments.

COMPETENCES AND CORE VALUES

A) COMPETENCIES

1. Selecting, coaching, training, and appraising staff.
2. Influencing and resolving differences.
3. Planning and managing teams to achieve quality results.
4. Encouraging innovation and an open, team-based environment.
5. Inspiring trust and credibility.
6. Creating an environment for learning and knowledge sharing.
7. Focusing on the big picture and long-term business development.
8. Driving performance, profitability, and guest satisfaction.

B) CORE VALUES

1. Integrity = (Uphold confidentiality and Respect, Be Non-Discriminatory, Be Ethical, Be Transparent – We are trusted organization built to last)
2. Teamwork = (Encourage Open Communication and Active Participation, Treat everyone as if they were a customer, Seek and Offer Help, Encourage Knowledge-Sharing, Celebrate Success – Work must be fun)
3. Empowerment = (Be Decisive, Take Initiative, Be Result Oriented, Resolve to Delight and Build Trust, Recognize and Reward Initiative – We are passionate about our people)
4. Professionalism = (Deliver the Highest Standards of Product and Service, Be Knowledgeable and Helpful – We Keep our Word)
5. Innovation & Creativity = (Emphasize on Quality, Embrace New Ideas and Seek Creative Solutions, Learn New Skills, Embrace Technology – We work towards Continuous Improvement)
6. Accountability = (Care of Resources, Commitment to Excellence and Address Mistakes Promptly, Ownership, Compliance – We inspire excellence through personal responsibility)
7. Compassion = (Listen carefully to understand, be sensitive and tolerant to others, Acknowledge the Feelings of Others – We are Committed to Caring)



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8. Growth = (Know Every Aspect of your Job, Focus on Accuracy, Aim Higher and be Consistent, embrace continuous learning and Personal Development – We cultivate a growth mindset by embracing change and continuous learning)

APPLICATION PROCESS

All applications sent to jobvacancy.kampala@serenahotels.com by 30 September 2026

Recruitment is on a rolling basis