

## **DUTIES AND RESPONSIBILITIES**

List and completely explain the current duties and responsibilities of the position. Consider work performance over a 12-month period. Employees must use their own words to describe duties and responsibilities.

### **Duties and Responsibilities**

#### **Job Summary:**

West Virginia University Dining Services has total sales of \$28,000,000+ generated annually from the following operations, including: 5 “All You Care to Eat” Residential Dining Rooms, 12 Retail outlets with such name brands as Burger King, Chic-Fil-A, Sbarro and 5 Starbuck Coffee facilities, 2 Catering units generating over 5500+ events annually. Reporting to the Director of Dining Services, the focus of the Associate Director is to ensure that Dining Services contributes positively to the mission of the University, to the priorities of the Division of Student Affairs and to the Dining Services mission and makes positive strides to realize its vision.

The Associate Director is a key player in the development and implementation of the strategic plan for the department, develops and monitors budgets, provides direction to the general management staff, monitors adherence to service standards and takes leadership of special projects assigned by the Director.

#### **Duties and Responsibilities:**

1. Oversees, along with the Director, the Retail departments of Dining Services at West Virginia University. Responsibilities include participating in the strategic planning process, the development of goals and objectives, establishment of policies and procedures, supervision of personnel and ensuring the effectiveness of all Retail departments and all budgetary responsibilities.
2. Assists the Director in developing the overall strategic plan for the Retail Departments of Dining Services within the realm of the overall goals for the Division of Student Affairs, by:
  - a. establishing and/or reviewing the mission statement.
  - b. establishing specific performance objectives including short and long-term goals;
  - c. crafting a strategy to achieve the targeted objectives including an evaluation of internal and external strengths and weaknesses;
  - d. implementing and executing the chosen strategy efficiently and effectively and
  - e. evaluating performance, reviewing the situation and initiating corrective adjustments in the mission, the objectives, strategy or implementation plan in light of actual experiences, changing conditions, new ideas and/or new opportunities.
3. Composes and promulgates the development of new policies and procedures and/or policy and procedure changes.
4. Develops, submits and administers the total Food Service Budget (currently approximately 28 million dollars). The budget will encompass staff payroll, food, equipment, utilities, overhead and any other amenities that allow a food service to be self-sustaining auxiliary.
5. Assists the Director in organizing, planning, implementing and administering all activities involved in the operation of the Retail Operations including but not limited to: Hatfields Restaurant, Chic-Fil-A, Burger King, Sbarro Pizza in the Mountainlair plus the Waterfront Café, Lyon’s Den, Bites n Bytes, Sports Cafe and the coffee outlets of Eliza’s and Cavanaugh’s.
6. Is the liaison between Dining Services’ and its franchise partners, currently: Burger King, Chick-Fil-A, Sbarro and Starbucks Coffee. Oversees the contractual agreements and makes certain all conditions are met. Communicates to the Director all franchise developments, changes and interactions.
7. Assists the Director with all Retail operations that generate approximately 6+ million dollars in revenue and is a showcase for WVU affecting the university’s image by providing excellent hospitality services.
8. Assists the Dining Services management team in the support of WVU Regional Campuses including but, not limited to, Potomac State of WVU, WVU Tech, WVU Jackson’s Mill, etc.
9. Directs and coordinates along with the Assistant Director of Human Resources, Marketing and Training, the education, training and professional development for Dining Services, including, but not limited to, the following:

- a. Works in conjunction with the Monongalia County Health Department to coordinate the certification of all “Person-in-Charge” and “Managers” Training programs.
  - b. Works with WVU’s Environmental Health and Safety to offer the department necessary training for all food service employees dealing with the food code, safety, proper procedures including lifting techniques, HACCP guidelines, sanitary policies and procedures, etc.
  - c. Insures the reserving of AV equipment, room reservations, seating requirements, handout materials, etc. for all training throughout the department.
  - d. Coordinates the reparation of 48 Service Agreements for contracted speakers that may be regional, national or international with SABO.
  - e. Researches training needs and assesses the training needs of the department.
  - f. Works directly with Central Human Resources’ Training and Development to offer the best training available.
10. Assists with the direction of the Marketing Unit for the department of Dining Services serving all Retail operations on 2 campuses (Evansdale and Downtown) with units throughout the Morgantown campus and the three regional campuses. Develops ideas for marketing and promotional efforts via Dining Services’ Advertising and Marketing Specialist. Directs promotional campaigns for the department including Catering and Board Plan. Assists the Director in the development of marketing materials such as posters/brochures. Responsible for providing administrative support for web site design and social media campaigns for the department.
  11. Coordinates a list of university contacts for the development of Dining Services. Maintains this list for invitational purposes.
  12. Continually evaluates services, operational hours, labor costs and provides reports identifying meal costs, participation factors.
  13. Directs the inventory reports on all the units.
  14. Oversees the development of specifications on new products, price and market conditions and renews the; existing food service contracts by working with the Student Affairs Business Operations.
  15. Assists in long-term planning and capital expenditures planning for dining services area.
  16. Defines and determines staffing levels and responsible for staff performance management and performance reviews.
  17. Directly responsible for updating classifications and descriptions, selection and development of 235+ plus full-time regular and 800 part-time student employees, in conjunction with the Assistant Director of Dining Services Human Resources.
    - a. Directly responsible for appropriately trained staff to ensure customer service, safety, sanitation and nutritional needs.
    - b. Maintains regular contact with the labor unions to provide on-going updates, information sharing securing input and providing information relative to any employee issues.
  18. Directly responsible for strong communication skills to consult with university officials, parents, Parents’ Club, students, staff and faculty.
  19. Assist with inputting meal plans and providing customer service support to parents and students.
  20. Meets regularly with dining staff to assure coordination, input and planning.
  21. Directly responsible for assisting the Director in program development to introduce new products and services.
  22. Develops purchasing standards and ensures compliance with purchasing procedures established by the Student Affairs Business Operations and West Virginia University.
  23. Provides financial reports and data as requested by the Director of Dining Services.
  24. Serves on and participates in various University committees and meetings involved in the planning and evaluation of new student services, sustainability, facility renovations and new product development.
  25. Other job related duties and projects as assigned.

## QUALIFICATIONS

### Education/Knowledge

1. List the level and type of **minimum** education required to qualify for this position **not** for the incumbent.

**REQUIRED:**

Bachelor’s degree in business administration, food service, hotel and restaurant management, culinary services, or related field required; ~~OR any equivalent combination of education, experience and training which provides the required knowledge, skills and abilities.~~ Per Employment services, we will no longer be recognizing equivalencies for bachelor’s degrees in any Non Classified position.

**PREFERRED:**

- Master’s Degree or MBA is strongly preferred.

2. What licenses or certification(s) (e.g. electrician’s license) if any, are **required** for the position? Specifically state the reason for this licensor requirement (supervisor’s preference, state or federal law, etc.).

- West Virginia Department of Health Food Handler's Permit (required within 30 days of employment).
- Manager’s Sanitation Training (required by Monongalia County Health Department within 60 days of hiring).
- Valid driver's license (position requires driving to various Dining Services operations both on the WVU Main campuses as well as to regional campuses of WVU and other off-site locations)

3. Specific skills are **required** in order to carry out the duties of the position?

**KNOWLEDGE**

- Demonstrated knowledge of debit technology.
- Demonstrated knowledge of budgeting, food service operations, capital equipment related to dining services area.
- Knowledge of current Quick Service Restaurant (QSR) trends.
- Knowledge of current food service trends affecting a variety of dining operations.

**SKILLS**

- Demonstrated financial management skills.
- Demonstrated creative marketing skills.
- Excellent management skills.
- Excellent customer service skills.

**ABILITIES**

- Ability to rapidly learn West Virginia and local Health Department regulations.

**Experience**

In addition to the knowledge/education, please describe the type and **least** amount of **prior directly related** work experience typically required, if any, for a person coming into this position. Experience listed here is considered as concurrent not cumulative.

Type of Experience Needed

- Management experience in food service systems that include management of budgets, personnel dining programs and customer service.
- Retail operational experience and Quick Service Restaurant (QSR) experience strongly preferred.
- Experience in food service management in a college/university setting is preferred.

Amount of Experienced Needed (Months/Years)

A minimum of Six (6) years is required.

**DISCLAIMER**

This description does not state or imply that the duties listed are the only duties to be performed by the position incumbent. Justification for information provided in the PIQ may be requested. Employees are required to follow job-related instructions and perform other job-related activities assigned by their supervisor.

All requirements are subject to possible modification in order to provide a reasonable accommodation to individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves, students, other employees, or the general public.