

Hospitality Career Development Coursework

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Module: LCLM4005 Employability and Career Development

Date: 15 December 2025

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Task 1: Comparison of Job Adverts

To prepare for a future career as a restaurant manager within the UK hospitality industry, I reviewed and compared four current restaurant management job adverts based in London. These roles were sourced from reputable platforms such as Caterer.com and Indeed in December 2025. The purpose of this task was to identify the skills,

responsibilities, and expectations employers have for restaurant managers operating in London's competitive hospitality market.

The first role reviewed was a Restaurant Manager position at a Noodle Bar in Central London, advertised by Rhubarb Hospitality Recruitment, offering a salary of up to £50,000 plus bonus. This role focuses on managing day-to-day operations, supervising staff, maintaining food quality, and ensuring compliance with UK health, safety, and hygiene regulations. Responsibilities also include stock control, staff training, and contributing to marketing activities.

The second advert was for an Afternoon Tea Restaurant Manager at Aqua Shard, located in The Shard, London, with a salary range of £50,000–£55,000 including service charge. This position places strong emphasis on rota planning, delegation, promotions, and delivering a high level of guest satisfaction within a luxury dining environment.

The third role analysed was Restaurant General Manager at the Guinness Open Gate Brewery (Gilbeys Loft), a new venue specialising in seafood and martinis, offering a salary between £50,000 and £60,000. This role highlights leadership, innovation, commercial awareness, and the ability to drive profitability while delivering exceptional customer experiences.

The final advert reviewed was for a Restaurant Manager in a premium casual dining restaurant in Central London, offering approximately £45,000–£50,000 plus benefits. This role focuses on managing high-volume service, motivating teams, maintaining service standards, and improving operational efficiency.

Overall, the adverts consistently emphasise leadership, customer service excellence, operational management, and commercial awareness. These findings demonstrate that restaurant managers in London must balance people management with strategic and operational responsibilities, aligning closely with module tools such as SWOT analysis for assessing skill suitability.

Task 2: Self-Assessment Using SWOT Analysis

To evaluate my readiness for a career in restaurant management, I conducted a personal SWOT analysis, which is a key analytical tool introduced in the module. This approach allowed me to reflect critically on my strengths, weaknesses, opportunities, and threats in relation to employability within the hospitality sector.

My main strengths lie in communication and teamwork, developed through over two years of part-time experience working as a waiter in a busy café environment. I regularly worked during peak periods, handled customer complaints, and supported colleagues under pressure. Supervisor feedback consistently highlighted my reliability and calm

approach to customer service. Academically, I have also performed well in group-based service management projects, where I often contributed to coordinating discussions and organising tasks. Additionally, my involvement in a university hospitality club reflects my enthusiasm for the industry.

Despite these strengths, I have identified several weaknesses. My experience has largely been frontline-based, with limited exposure to formal managerial responsibilities such as budgeting, staff scheduling, and full team supervision. Module workshops also revealed gaps in my financial knowledge, particularly in understanding profit margins and cost control. Time management is another area for development, as occasional delays under pressure have been noted during feedback sessions.

There are a number of opportunities available to support my development. The continued growth of the London hospitality sector, including new restaurant openings, creates demand for aspiring managers. University networking events, careers services, and professional platforms such as LinkedIn provide valuable access to internships and entry-level roles. Online learning platforms also offer flexible opportunities to build management and financial skills.

However, there are also external threats to consider. Competition for graduate and management roles is high, and ongoing economic pressures may limit job availability. These factors highlight the importance of continuous skill development and proactive career planning.

Task 3: Employment Goals and Personal Development Plan

Based on the outcomes of my SWOT analysis, I have set clear short-term and long-term employment goals to support my ambition of becoming a restaurant manager.

In the short term, my goal is to gain supervisory or junior management experience through an internship or entry-level role. This will allow me to develop leadership skills and gain exposure to staff supervision and operational decision-making. I also aim to improve my financial knowledge by completing an online hospitality finance course, alongside developing stronger time management skills through workshops and productivity tools.

In the long term, I aim to secure an assistant restaurant manager position and progress to a full restaurant manager role within one to three years. To support this progression, I

plan to obtain a Level 3 Hospitality Supervision qualification, which aligns with industry expectations identified in the job adverts.

My Personal Development Plan includes applying for internships through university careers services and job platforms, completing online finance training by mid-2026, and using digital planning tools to improve time management from January 2026 onwards. Progress will be monitored through regular self-reflection, mentor feedback, and performance reviews. This structured approach ensures that my goals remain realistic, measurable, and aligned with both module learning outcomes and industry requirements.

References

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