

Spa Department

- The Spa department operates almost like a hotel within a hotel. It offers separate services such as reservations, housekeeping, front desk and concierge. It may be joined to a fitness center or a Golf Club or a Resort Hotel, and will operate as a profitable business unit. In addition to the services mentioned above, the Spa department employs certified massage therapists, nutrition consultants, wellness coordinators, nail technicians, and hair stylists.

# Job Description

- Spa managers are responsible for the day-to-day operations of health or beauty spas. They manage a spa's finances, employees and services. Spas can differ greatly in size, from small privately owned boutiques to large health spas located in resorts and hotels.

- In many smaller spas, managers often perform business tasks, as well as working directly with customers providing select spa services. In large spas, a manager's duties are often concentrated on the business itself and may have assistants that deal with employees and customers.

# Job Duties

- Duties of a spa manager vary according to the services provided by the spa. Many of the tasks are business-related and can include recordkeeping, conducting promotional campaigns, maintaining stock inventories and payroll management.

- Employee-related responsibilities of a spa manager typically include the hiring, training and supervision of staff. Managers typically create weekly work schedules, train new employees and arrange staff workshops on new techniques and procedures.

# Job Requirements

- Although there are no mandatory requirements for spa managers, employers often prefer job candidates who have some type of formal education or training. Many technical schools, colleges and universities offer associate and bachelor's degrees in hospitality, resort or small business management. These courses train students in the fundamentals of running a business that is based on providing unique customer services.

- Training or licensure in different types of massage, cosmetology and different types of beauty treatments may also be desirable for individuals looking for spa management positions. Many professional managers routinely take continuing education courses to keep up with trends in alternative therapies, beauty care and hospitality service.



- Professionals who manage their own spas typically need additional training in small business management. They need to understand local and state licensing requirements, municipal health regulations and federal and state tax laws. Local chamber of commerce groups and small business coalitions often offer instructional classes in these matters, usually for a nominal fee.

# How to become a Spa Manager

- The most effective route to Spa Management is from within the industry. Gaining experience at every level within a spa is the key to understanding the mechanics of day to day operations and you will find that most employers are looking for a proven industry track record. Spa is a specialist area and requires key skills and experience to effectively manage this area. There is now a degree course in Spa Management and some people make the mistake of thinking they can walk into a spa management role just by having this qualification, but this is not the case.

- **Commercial knowledge and understanding** – this means you need to know the mechanics of running a spa business. You need to be capable of reading a profit and loss sheet and creating a budget forecast. You need to know the Key performance indicators (KPIs) of the business including treatment room occupancy; therapist utilization; average treatment cost; retail conversion rate etc. These figures enable you to produce reports which show business performance and trends.

- **People Management skills** – staff management is challenging whatever sector you work in and it is essential to an employer that you have proven success in recruitment; training; developing; disciplining and motivating staff. Therapists require guidance support and structure and it is experience that enables someone to be effective in offering this.

- **Operational skills** – the systems and procedures will determine how effective a spa is run and it is the manager's role to put these in place and manage through them. Every aspect of the spa is effected from the customer experience; cleanliness; stock control; bookings; standards. Full understanding of all of these areas is critical when you are managing a spa.

# Conclusion

- The most successful Spa Managers today are those who can drive the business, manage and motivate staff and fully understand the operational mechanics of the day to day running of a spa.