

# Carnival UK Job Description

## Entertainment Manager

---

The contents of this job description must be used in association with the KSB for this role. The job description summarises the key responsibilities for the role (Technical, Business and People) and the KSB provides the detail for the Knowledge, Skills and Behaviours required to carry out the role competently. This job description gives an overview of the role and as such you will be required to undertake any other duties as requested. You may also need to refer to company regulations which will also form an additional part of your job description.

<b>Reporting to:</b> Hotel General Manager	<b>Department:</b> Hotel
<b>Leadership Responsibility:</b> Manage the Entertainment Department	<b>Location:</b> Fleet based across CUK vessels
<b>Titles of Direct Reports:</b> <ul style="list-style-type: none"><li>- Assistant Entertainment Manager</li><li>- Youth Manager</li><li>- Musical Director</li><li>- Production Manager</li></ul>	<b>Budget Responsibility:</b> Control costs such as staff overtime and inventory expenditure
<b>Size of Department:</b> Up to 100	<b>Revenue Responsibility:</b> Maximise onboard profit by delivering the entertainment product in a consistent manner at appropriate venues

---

### Standard Role Summary:

Oversee and manage the Entertainment department to deliver an exceptional entertainment service, including a variety of daily leisure activities, production shows, and musical entertainment. Ensure the efficient operation of all aspects of the Entertainment department by maintaining consistently high standards and striving to provide passenger satisfaction. Provide a highly visible presence during key entertainment activities and passenger events.

### Primary Responsibility of the Role:

Manage and execute an exciting and effective onboard entertainment programme. Host a selected number of events including Sail Away parties and other corporate sponsored social events. Undertake onboard planning, maximising the use of public area spaces and ensure all relevant information is shared with the Communications Coordinator, keeping passengers up to date with the entertainment schedule. Oversee and review the effective planning and resource management of the onboard entertainment programme for both present and future cruises and liaise effectively with shore side to understand the requirements and ensure these are fully complied with.

Effectively manage own department, ensure adequate resourcing of teams, complete appraisals identifying development opportunities and provide support to managers and supervisors to guide, motivate and direct their respective teams.

Ensure all performances and activities meet the agreed standards and actively work to exceed the expectations of passengers by offering a range of varied choices.

Support the Youth Manager to develop a full and entertaining family programme targeted at the appropriate age groups onboard, make regular appearances in the Youth department and ensure compliance with company safeguarding policies and procedures. Liaise with the Production Manager and Musical Director to ensure passenger entertainment is adequately rehearsed and presented in a professional manner. Collaborate with other departments to help plan revenue generating events.

Meet and greet passengers whilst moving around the ship, building relationships to help passengers feel increasingly valued. Develop and maintain professional relationships with cabaret acts, production cast and guest entertainers, ensuring entertainment requirements are understood and met.

Efficiently manage the Department's stores, ensuring checks are carried out for any damaged or missing items, and any discrepancies are resolved.

Attend revenue, budget and itinerary meetings with relevant Heads of Department to enable effective future planning and helping to achieve onboard revenue targets.

## Key Responsibilities & Duties:

### Core Knowledge & Skills

Experience / Qualifications	Summary of Requirements
	<p>Previous experience in a senior entertainment leadership role within the hospitality, leisure or cruise ship industry is desirable</p> <p>Previous experience of managing a large team</p> <p>Proven experience of working within a live theatre environment, preferably on a variety of shows</p> <p>Experience of managing a variety of entertainment programmes i.e. concert, theatre and individual acts</p> <p>Good command of written and spoken English</p>
<b>Certificates</b>	Valid ENG1 medical certificate or equivalent for the duration of each voyage

**HESS** (Health, Environmental, Safety and Security)

Knowledge/Skill	Summary of Responsibilities
<b>Health and Safety</b>	<p>Lead by example by taking care of the health and safety of self and others</p> <p>Report all accidents, 'near miss' incidents and work related ill health conditions to Senior Officer and Safety department</p> <p>Follow safety rules and procedures</p> <p>Ensure all work equipment, personal protective equipment, substances, and safety devices are used correctly</p> <p>Take part in safety training &amp; risk assessments and suggest ways of reducing risks</p> <p>Carry out risk assessments within designated area of responsibility</p> <p>Actively promote safe working within teams and encourage safe behaviours</p> <p>Undertake safety 'walk rounds' within own area identifying areas of improvement</p>
<b>Public Health</b>	<p>Follow all company public health policies and procedures appropriate to the role</p> <p>Complete all necessary public health paperwork accurately</p> <p>Institute appropriate public health precautions as relevant to role</p>
<b>Environment</b>	<p>Ensure the team are aware of their Environmental responsibilities as defined by ISO 14001 and as stipulated by Carnival UK</p> <p>Apply company procedures regarding Environmental Management consistently across the department</p> <p>Monitor compliance to environmental legislation and effectively deal with areas of concern</p> <p>Carefully manage the environmental impacts of all tasks under own responsibility</p>
<b>Emergency Duties</b>	<p>Understand the emergency duties of self and those within own area</p> <p>Direct and instruct others in the use of life saving &amp; fire fighting appliances in an emergency situation</p> <p>Direct a team in carrying out their emergency duties</p> <p>Co-ordinate emergency response with others across the ship, responding to orders and feeding back reports</p> <p>Lead &amp; coordinate actions to be taken in a range of shipboard incidences as defined in the company's emergency procedures</p> <p>Co-ordinate the movement and management of a large group of crew / passengers over a specified area, such as a muster station, through the correct deployment and briefing of staff</p>

	<p>Make decisions and adapt plans as situations develop, providing feedback to the senior responsible officer</p> <p>Manage and react to the behaviours and needs of crew/passengers to maintain safety</p> <p>2nd In Charge of the Muster Control Party, assist in co-ordinating the mustering of passengers to ensure it is undertaken in an effective and controlled manner</p> <p>Undertake mustering of own department and ensure all personnel are accounted for</p> <p>Ensure supervisors receive adequate training to undertake their duties and make sound decisions</p> <p>Undertake other emergency duties / routines within the ERP as directed</p> <p>Undertake any other emergency duties required that are specific to vessel</p>
<b>Safeguarding</b>	<p>In-depth knowledge of CUK safeguarding children policies and procedures</p> <p>Ensure all Youth Staff are appropriately trained and follow CUK safeguarding children policies and procedures</p> <p>Take action if there is a concern about a child or the behaviour of someone towards a child, and follow the correct procedure</p> <p>Challenge and deal with any inappropriate behaviour by staff or other adults towards children</p> <p>Report safeguarding concerns to Designated Safeguarding Person (DSP)</p>
<b>Security</b>	<p>Apply the correct security measures for own department / area</p> <p>Lead and direct the team in applying security measures and actively promote understanding of security issues</p> <p>Encourage security awareness within the team</p>

### Technical

<b>Knowledge/Skill</b>	<b>Summary of Responsibilities</b>
<b>Working with an Audience</b>	<p>Actively participate in stage performances, introducing major acts, comparing and hosting sports and leisure activities when required</p> <p>Oversee the daily onboard radio / TV show, interviewing members of the ship's company in an informative manner to generate passenger interest in revenue generating events onboard, ship dependent</p> <p>Be available and visible to passengers at all required times</p> <p>Coach members of the team and others in audience interaction</p> <p>Critique, give feedback and develop others' audience interaction skills</p> <p>Produce scripts for onboard events and review content and running orders for events</p>
<b>Marketing &amp; Promotion</b>	<p>Identify opportunities to positively influence revenue generation</p> <p>Provide promotional support to onboard departments</p> <p>Identify opportunities for relevant targeted marketing to passengers such as upcoming promotions at specific venues onboard through the daily radio / TV show or entertainment programme</p> <p>Analyse passenger trends to make longer term strategic decisions</p>
<b>Customer Service</b>	<p>Respond immediately, positively and calmly to changing customer requirements and needs, and ensure that team members also respond appropriately</p> <p>Regularly find and exploit opportunities to enhance the customer experience and increase satisfaction</p> <p>Engage customers in appropriate conversation to understand customer needs in depth, show high levels of respect for their individual needs and ensure their interests are catered for</p> <p>Plan the activities and services the team provides in response to an in-depth analysis of the passenger profile for each cruise</p>

### Business

<b>Knowledge/Skill</b>	<b>Summary of Responsibilities</b>
<b>IT Skills</b>	Competent in the use of most MS Office Software
<b>Commercial Decision Making</b>	<p>Promote innovative ideas for enhancing commercial performance</p> <p>Make reasoned commercial decisions and recommendations to assist in revenue generation</p> <p>Ensure customer needs are at the forefront in decision making and exercise judgement to make balanced decisions on customer service, revenue and costs</p>

<b>Designing Improvements</b>	Continually review the entertainment operation identifying and implementing improvements Provide active feedback on the effectiveness of processes and procedures to both ship and shore teams
<b>Revenue Generation</b>	Develop and implement appropriate revenue strategies for each cruise Provide advice and support to Managers to understand, improve and drive revenue Drive performance of the balance business scorecard Work with Managers to analyse revenue campaigns, understanding what works well and adjusting strategies for future campaigns Oversee revenue generation for whole department, ensuring any shortfalls are quickly identified and rectified and effective action plans implemented
<b>Stock Control</b>	Ensure accurate and complete stock takes are undertaken as required and data is input into relevant system Oversee the calculating of restocking requirements based on existing stock levels and expected future sales Review and monitor all inventory orders for the Entertainment Department and challenge where unusual or incorrect
<b>Financial Management</b>	Manage department costs within budget and ensure delivery of overall budget performance Define and analyse financial and non-financial data, explaining any variances Ensure Entertainment team are aware of financial targets to be achieved and support staff to understand and contribute to financial management processes e.g. stock control, ILO, and other financial data and budgets Assimilate and analyse relevant financial data and ensure reporting standards are adhered to Understand causes of budget variances and identify corrective actions to improve onboard revenue Seek to identify product improvements to enhance commercial performance following agreed procedure
<b>Audit &amp; Compliance</b>	Ensure the Entertainment Department's compliance with relevant statutory, legal and policy requirements Use recorded data to respond to requests from shore side and onboard auditors providing evidence of compliance Act on any audit findings, implementing agreed action plans

### People / Management

<b>Knowledge/Skill</b>	<b>Summary of Responsibilities</b>
<b>Dealing with Challenging People</b>	Deal with challenging situations in a confident and professional manner Coach, train, and support others in dealing with such situations Effectively resolve passenger complaints and comments relating to the entertainment onboard ship ensuring they receive prompt follow ups Promote the goal of resolving passenger problems or concerns immediately or before cruise end as a minimum
<b>Advising &amp; Influencing</b>	Provide advice to support relevant situations and decisions Present information to non-specialists in the most appropriate format to enable decisions to be made Liaise directly with Heads of Department onboard on issues relating to entertainment on the ship Cultivate and foster a positive team spirit to ensure successful implementation of the onboard entertainment product
<b>Quality Assurance</b>	Observe, review and assess all aspects of the quality of entertainment being provided within the team against the agreed quality standards Support managers to take action when any element of the service or work being carried out is not up to standard Ensure the Entertainment team understands the vision and brand strategy and it is translated into onboard priorities and objectives

<b>Planning &amp; Prioritising</b>	<p>Plan and prioritise across the department and teams</p> <p>Plan and develop a consistent seasonal programme for the ship's entertainment operation</p> <p>Undertake the effective planning of day and evening entertainment activities to maximise the use of venues and resources</p> <p>In conjunction with shore side make longer term strategic decisions for the Entertainment Department, taking into account varying schedules and service requirements</p>
<b>Resource Management &amp; Delegation</b>	<p>Manage resources across, and resolve conflicts between teams</p> <p>Make decisions regarding allocation of resources onboard and support and encourage managers to make effective delegation decisions</p> <p>Effectively delegate tasks to ensure the continued smooth and efficient operation of the department</p>
<b>Facilitation Skills</b>	<p>Run meetings effectively, including agendas and timing and ensuring views are heard so team members are provided with accurate and up to date information</p> <p>Facilitate venue meetings with direct reports to discuss pertinent issues and agree actions to ensure the smooth operational delivery of the entertainment product</p>
<b>Providing Performance Feedback</b>	<p>Provide prompt feedback in the most effective manner to ensure that the advise is accepted and understood</p> <p>Ensure objectives and key performance indicators are effectively communicated to the Entertainment team</p> <p>Coach and support others to provide performance feedback ensuring it is both positive and constructive</p>
<b>Coaching &amp; Mentoring</b>	<p>Develop appropriate objectives for the Entertainment team and hold effective developmental discussions in order to improve delivery of the entertainment product</p> <p>Act as a coach or mentor for team members, wider line management and subject specialist situations</p> <p>Identify and undertake team training and development</p>

### **CUK Behavioural Expectations**

<b>Speak Up</b>	<p>Identifies and addresses barriers to team speaking up</p> <p>Speaks out about concerns and encourages team to do the same</p> <p>Is comfortable in challenging and raising concerns to all levels</p> <p>Speaks honestly and contributes ideas and views openly</p> <p>Knows and uses the correct channels to report concerns</p>
<b>Respect &amp; Protect</b>	<p>Treats everyone with respect and ensures team does the same; builds trusting relationships</p> <p>Ensures that all team members are included</p> <p>Safeguards the health, wellbeing and safety of colleagues and guests</p> <p>Looks for more efficient and sustainable solutions that protect the environment</p> <p>Is compliant when it comes to safety and environmental policy</p>
<b>Improve</b>	<p>Promotes team work and collaboration with other areas</p> <p>Learns from experience &amp; others, takes action to continuously develop</p> <p>Keeps up to date with the rules &amp; protocols</p> <p>Consistently monitors to ensure team's compliance with legal and policy requirements</p>
<b>Communicate</b>	<p>Adjusts style to suit audience</p> <p>Sets the tone by role modelling sound work ethics</p> <p>Talks about and demonstrates the Culture Essentials</p> <p>Regularly shares information, plans &amp; priorities and invites open discussion</p> <p>Is widely trusted, transparent and free from hidden agendas</p>
<b>Listen &amp; Learn</b>	<p>Seeks and is open to feedback: learns for others observations</p> <p>Reviews data from audits, surveys and reports to ensure continuous improvement</p> <p>Consults with others to improve knowledge &amp; judgment</p> <p>Takes ownership of challenges &amp; obstacles even if outside</p>
<b>Empower</b>	<p>Understand the needs of others</p> <p>Coaches others &amp; creates an environment where people do their best work</p> <p>Invites input from team, encourages diversity of thought, shares ownership and visibility</p>

	Communicates with energy and engages the team in getting results Invests time and energy in supporting and upskilling team
--	---

### **Person Specification**

	Shows a genuine enthusiasm and passion for working within an entertainment environment
	Demonstrates up to date knowledge of entertainment trends
	Ability to plan and deliver a complex daily entertainment schedule within a structured and controlled environment
	Demonstrates excellent hosting skills and ability to actively engage with passengers
	Able to build and lead strong and effective teams
	Motivates others to deliver a great customer service
	Ability to effectively influence others
	Organised, structured and focused on the detail in their approach to work
	Sound knowledge of Health & Safety procedures and experience of working with risk assessments
	Ability to build and maintain credible and long lasting relationships with both internal and external stakeholders
	Extremely confident in formal social situations and comfortable making conversation with passengers
	Calm under pressure, taking a logical approach to problem solving and involving and communicating to relevant stakeholders throughout
	Decisive and responsive to emerging situations
	Understanding of professional boundaries
	Models high standards of ethics and appropriate behaviour
	Communicates assertively and honestly at all times
	Demonstrates cultural and interpersonal sensitivity in dealings with others
	High levels of stamina and resilience due to working hours and demands of the role
	Loyal to the Carnival UK brand and compliant with company policies and procedures

<b>Version no for Job Description</b>	<b>Issued By</b>	<b>Date of Issue</b>
1.1	Jenny Fortune and Tracy Jessop	01 September 2014