



### Job Description

Job Title :	Cunard Guest Experience Operations Manager (Entertainment Services)
Department :	Guest Experience
Reporting to (Job Title) :	Cunard Onboard Guest Experience VP
No of Direct Reports :	N/A
Titles of Direct Reports:	N/A
Size of Department:	NA
Budget Responsibility (direct) :	NA
Revenue Responsibility (direct) :	N/A
Date of issue:	August 2015
Issued by (name):	Jenny Fortune/Tracy Jessop

#### Overall Purpose of Role:

To provide operational direction and support to both ship and shore based teams to ensure Entertainment standards are met or exceeded across the fleet. Work across a wide range of stakeholders, shore side and onboard to confidently represent Guest Experience in order to ensure consistent and robust delivery of the required standards across the Entertainment department.

Implement agreed improvements to the Entertainment department shipboard functions to enhance the Guest Experience by offering expert advice, guidance, operational support and direction to the Cunard fleet on changes to the Entertainment operation and product.

Liaises closely with the Entertainment Manager and onboard Hotel Operations Teams to support the implementation of the required standards.

Re-enforce the direction given by The Cunard Onboard Guest Experience VPs to ensure the implementation of exceptional service standards, driving the delivery of new products and services while further strengthening ship to shore working throughout the Entertainment teams.



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## Main Activities and Responsibilities

### Professional Responsibilities

- To implement standards with the Entertainment functions across the ships
- To implement Entertainment policy, procedures, processes and operating standards to Brand specification
- The role will ensure the Cunard standards are delivered effectively and consistently across the Entertainment teams on a day to day basis.
- To develop, implement and embed handover formats for roles within the Entertainment areas to ensure consistent delivery.
- Understand what is working well and what areas need improvement and feedback to relevant parties in Carnival House in order for continual refinements and improvements to be made
- Make recommendations for any changes or improvements working with relevant head office personnel to ensure specifications are adjusted in an aligned way
- To review the non passenger facing administrative operations, identifying best practice and making recommendations for improved efficiency
- Conduct regular ship visits to enable the team to implement the departmental standards across all areas, policy, procedures, processes and operating standards to ensure consistent delivery.

### People Management Responsibilities

- To manage through the effective communication of brand objectives and BBSC measurement and targets
- Support the team in achieving their objectives through coaching and active participation. Ensuring each team member understands the importance of his or her contribution to the overall success of the company
- Support the management and development of the on board Entertainment teams including reviewing of objectives, performance ratings and bonus calibration
- Responsibility for reviewing the organisation structure, complement, pay and reward for Entertainment teams, within agreed budgets.
- To assist with recruitment and make final decisions on appointments of senior officers in the Entertainment teams.
- To provide guidance and direction on rotation plans for the officer population in Entertainment, to ensure balanced team strength and performance across the Cunard fleet.
- To provide feedback on the effectiveness of recruitment and rotation plans.
- Review engagement, satisfaction, retention and sickness metrics, identify cause and actions to improve performance.

### Other Responsibilities

- Work with the Technical department in regard to maintenance strategy, equipment introduction, change and modification proposals.
- Contribute to and validate onboard budgets (revenue and costs) for Entertainment departments for Cunard
- Liaise with User Support and IT to support applications functionality and for the implementation of new systems in Entertainment areas. Collating and making recommendations to the IT department for any enhancements to on



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board operating and reporting systems (ie; CORE)

- Review assurance, audit and end of cruise reports to identify and propose any required changes
- To co-ordinate the collation of new ideas from ships, and to feedback to the Guest Experience Teams, and any other relevant department within the business.
- As part of the Guest Experience Support team, to assist with day to day operational issues (including emergency cover) and representing Guest Experience in meetings as and when necessary.
- Adhere to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee control (list not exhaustive).
- Undertake general duties as required within area of responsibility as directed by senior management in line with the overall business strategy.

## **Guest Responsibilities**

- To ensure the Guest Services Department provides the highest levels of service to all customers both internally and externally.
- Work with both ship and shore to drive our guest objectives to deliver NPS and other guest KPI's.
- To build a strong service ethic within and to encourage collaborative working relationships with support services and brand teams

## **Administration Responsibilities**

- To ensure that statutory and codes of good practice are maintained in conjunction with the Company's Fleet Instructions and other statutory and legal requirements.
- To play a central co ordination and communication role between ship and shore including collating, assimilating and disseminating information.
- To take a project management approach to planning, developing and completing workload, to ensure all work is delivered on time.

## **HESS Responsibilities**

- Lead by example by taking care of the health and safety of yourself and others
- Work with the Safety Department in regard to safe working practices and Entertainment areas safety equipment when developing the operation.
- Work with the Fleet and Public Health departments to ensure policy and procedures are followed
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager and to the Facilities department.
- Follow safety rules and procedures
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks.
- Act safely in accordance with our Safety Behaviours



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## **Special Requirements (Equipment Used, External Contacts etc):**

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## **Other Features of Job (travel, hours of work, working conditions etc):**

In Southampton, normal working hours 0900 – 1700 Mon – Fri, although some flexibility may be required.

Frequent travel/ship visits throughout the year will be required - using opportunities of Southampton turnarounds

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## Person Specification

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Department :	Guest Experience
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### Education, Qualifications and Training

Essential:

- HND/Graduate calibre

Desirable:

- Education illustrates focussed hospitality management background.
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### Experience

Essential:

- In depth knowledge of ship operations (hotel)
  - Experience of managing team performance in the hotel/leisure/cruise industry
  - Understanding of good professional standards and practice in hotel/leisure/cruise industry
  - Experience of identifying and implementing best practice in the Entertainment Operation
  - Experience of contributing to cross functional change programmes, including organisation, role and reward structure changes
  - Experience of planning, developing and delivering projects applying a Plan, Do, Review approach to operational delivery and continuous improvement
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### Work Based Competencies

Competencies that refer to the specific work related skills required for successful performance in the role. (e.g. technological competence, written ability, numerical ability, relevant legislative or procedural understanding, analytical ability, organisational ability and project management etc.

Essential:

- A professional and confident communicator, able to build strong, positive relationships to work with a wide range of stakeholders
- Able to take a balanced approach to decision making, identifying and proposing solutions to any associated risks and issues
- Strong written and oral communication skills as this role interacts with a wide and large number of stakeholders, at all levels. Accurate and clear communication is essential in ensuring the output is interpreted correctly and appropriate actions understood.

Desirable:

- Technically competent in Hotel Operations/General Management and/or Entertainment
- Good project management skills and able to project manage across a wide range of issues
- Thorough and able to work independently with minimal supervision.
- Excellent organisational skills, ability to manage workload and prioritise the day to day and project related activities
- Ability to demonstrate success at above competencies within a pressurised shipping company or equivalent type organisation.
- IT literate (Word, Excel, Powerpoint, and email)

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### Behavioural Competencies

Competencies that refer to the personal characteristics and behaviour required for successful performance.

Please ensure that this is linked to the generic competency framework. For example Commercial Acumen, Communication, Customer Focus, Influence, Motivation and Commitment, New ideas/Continuous improvement, Problem Solving and Decision Making, Team Work. Each level of competency required should be described specific to the level of the role.

Essential:

- **Communication:** able to communicate effectively and with confidence with different levels of management including senior managers
- **Communication:** excellent written and verbal communication skills – able to deliver clear briefs to a wide range of audience
- **Influence:** able to use a variety of techniques to influence and motivate sea and shore staff; in particular relating to the introduction and implementation of change.
- **Influence:** able to collect and respond to feedback on change programmes
- **Motivation and Commitment:** highly motivated with the ability to work independently
- **New ideas / continuous improvement:** pro-active and committed to continuous improvement, including identification of areas for future development
- **Problem Solving and Decision Making:** able to manage a demanding workload and prioritise tasks.
- **Problem Solving and Decision Making:** able to solve problems taking into account business needs and statutory requirements
- **Team work:** a strong team player able to motivate and enthuse team members

Desirable:

- **Commercial Acumen:** commercially experienced
- **New ideas / continuous improvement:** capitalises on diverse skills and ideas