



JOB DESCRIPTION

Job Title:	Director, European Casino Operations	(TO BE COMPLETED BY H.R.)	
Manager's Title:	Vice President, Global Casino Operations	Job Code:	
Date:	03/28/14	Grade:	
Department Name:	Global Casino Operations	Exemption Status:	

BASIC PURPOSE: (Summarize the objective of this position and primary reasons it exists in the organization.)

The Director, European Casino Operations will be responsible for leading and directing all aspects of gaming activities on brands headquartered in Europe, which currently encompasses the P&O U.K., Cunard, Costa and AIDA.

ESSENTIAL FUNCTIONS: (List and describe current major on-going responsibilities. These are the essential functions that are *required* to be performed of this job. List 8-10 responsibilities in order of relevant importance. Use action verbs to describe the duties.)

Partner with VP Global Casino Operations, Operations Analysis, Marketing and Fleet Manager(s) to:

- 1) Establish optimal slot and table game types and quantities on all ships
- 2) Analyze slot and table game performance and identify opportunities to enhance
- 3) Develop and enhance retention marketing programs to profitably increase cruise frequency
- 4) Identify and develop partnerships with land-based casinos to drive player acquisition
- 5) Stay current with local, regional and global gaming trends and identify opportunities to trial and/or adopt more popular and/or profitable games
- 6) Oversee and assist in the creation of annual financial operating revenue, expense and capital plan
- 7) Develop slot reinvestment and drydock/newbuild plans
- 8) Communicate effectively with all brands to ensure that goals are aligned
- 9) Develop shipboard management training programs to increase operational performance
- 10) Establish and monitor shipboard staffing levels and functions, adjusting where appropriate

POSITION SCOPE: (Describe the nature and scope of this job with respect to daily decision making and position's independent approval authority on relevant aspects of this role. Describe challenges typically encountered. Please include examples.)

The Director, European Casino Operations will oversee the company's gaming operations across multiple vessels and/or brands. He/she will focus primarily on maximizing profitability from the existing gaming operations, ensuring that this is achieved while providing an exceptional guest experience and a consistently high level of service. Secondary objective is to identify, create and nurture acquisition and retention marketing opportunities both within the brand and with external casino partners. He/she will be the primary point of contact for all gaming-related communication with each brand and must be knowledgeable, confident and effective in all interactions.

REPORTING RELATIONSHIPS: (List manager's title and include any direct and indirect reporting relationships. For supervisory management positions, list job titles and number of employees reporting into this position)

The Director, European Casino Operations reports directly to the Vice President, Global Casino Operations. Direct reports are the three Operations Managers responsible for day-to-day operations on the four European brands. Indirectly responsible for all roving and shipboard staff on said brands.

QUALIFICATIONS: (List and describe the *minimum* qualifications required to perform the job. Be sure to justify each skill with a corresponding essential function.)

Education:

Bachelor's degree required, MBA preferred.

Experience:

Five years casino experience in a similar role.

Knowledge, Skills & Abilities:

Knowledge of gaming operations and gaming equipment

Excellent analytical and problem solving skills

Strong organizational and administrative skills

Strong interpersonal and communications skills

Excellent computer skills (Excel, Word, Outlook, PowerPoint). Auto-Cad skills a plus.

Skilled with query/reporting tools used for statistical analysis.

Familiarity with Hyperion (Reporting Studio), Tableau, Bis2 & Crystal Reports a plus.

Ability to recognize positive and negative trends affecting the business.

Strong knowledge of slot management systems.

Robust knowledge of effective money handling procedures.

Highly effective leader with excellent written and verbal communication skills.

Strong attention to detail, with a high degree of accuracy in work product.

Superior written & oral communication skills. Effective communicator in framing and presenting a concept or hypotheses.

Self-motivated with ability to work independently.

Ability to manage time effectively, set priorities and meet deadlines.

Ability to learn and adapt to change.

PHYSICAL DEMANDS & TRAVEL: (List physical requirements and frequency required to perform essential functions of the job. Include average percentage of travel time required, if applicable.)

Physical Demands: Work is primarily sedentary where sitting is required most of the time; walking and standing are required occasionally. Visual acuity is required to perform activities such as: preparing and analyzing data, viewing a computer terminal, reading documents, reports and emails.

Travel Requirements: Travel will be required to visit brand and corporate offices, ships, partners, vendors and to attend meetings and trade shows, etc. There may be a heavier weighting of travel during the initial onboarding period, but would expect annual travel to equate to ~33% of total work hours.

WORK CONDITIONS: (Describe environment in which the job is performed. List unique conditions excluded below. Include required unusual business hours or on-call work.)

The position will be based in the United Kingdom and the selected candidate must have the legal right to live and work in the U.K., and to travel freely within the European Union. Work beyond normal business hours may be required to support business needs or projects.

The above statements describe the general nature and level of work only. The statements do not represent an exhaustive list of required responsibilities and skills. Other duties may be added or this job description may be amended at any time. This job description does not alter an employee's at-will employment status or create an employment agreement or contract, implied or otherwise.