

Carnival UK Job Description

Shore Excursions Assistant

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.

Reporting to: Shore Excursion Manager	Department: Hotel Operations & Retail
Leadership Responsibility: None	Location: Fleet based across CUK vessels
Titles of Direct Reports: None	Budget Responsibility: Assist with the effective management of the onboard shore excursion budget
Size of Department: Up to 6	Revenue Responsibility: Meet and exceed revenue targets by maximising selling opportunities on a range of products to suit the passenger

Standard Role Summary:

Ensure the smooth running of the shore excursions operation, promoting and selling interesting and relevant shore excursions to enhance the passenger experience.

Primary Responsibility of the Role:

Promote and sell shore excursions to maximise onboard revenue. Assist with onboard marketing and promotion activities, compiling promotional material as directed. Effectively deal with passenger enquiries and carry out general administration duties. Ensure all paperwork is completed correctly, book excursions and fulfil passenger requests such as car hire, mobility and private arrangements. Provide advice on CUK's shore excursion programmes and options for independent passengers. Effectively resolve any passenger issues or complaints in a professional, customer focused and timely manner.

Liaise effectively with passengers, confidently answering any questions and maximising department revenue by promoting and selling shore excursions. Book excursions and fulfil passenger requests such as car hire, mobility and private arrangements and provide advice on CUK's shore excursion programmes and options for independent passengers. Participate in showcases, onboard radio and TV interviews maximising advertising coverage.

Regularly participate in, and report on shore excursions. Review service, ensuring they continue to meet the high standards required. Set up allocated room for check-ins and assign passengers to the correct buses, ensuring they are provided with all necessary documentation. Carry out the despatch of shore excursions port side and select and brief volunteer escorts for relevant excursions. Complete quality and assurance checklists on shore excursions operated by Carnival UK contracted excursion providers.

Attend overland excursions as and when required, prepare passenger itineraries and ensure the smooth running of the excursion, assisting passengers with airport and hotel check-ins.

Undertake the selection and training of shore excursion escorts and collate escort reports and packs.

Where applicable (brand specific) assist with the organisation and effective management of passenger disembarkation, including baggage arrangements.

Attend corporate sponsored social events as and when required.

Key Responsibilities & Duties:

Core Knowledge & Skills

Experience / Qualifications	Summary of Requirements
	Industry related degree or equivalent ideal or relevant industry experience Wide current destination knowledge essential Experience of generating and completing sales, preferably within the leisure / cruise industry Experience of working in a customer services environment and dealing effectively with customer complaints Proficient in MS Office Software Good command of written and spoken English
Certificates	Valid ENG1 medical certificate or equivalent for the duration of each voyage

HESS (Health, Environment, Safety and Security)

Knowledge/Skill	Summary of Responsibilities
Health and Safety	Lead by example by taking care of the health and safety of self and others Report all accidents, 'near miss' incidents and work related ill health conditions to manager / supervisor / team leader and to the safety 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 Carry out duties in a safe manner in accordance with corporate policies and procedures
Public Health	Demonstrate at all times excellent hand washing techniques and coughs and sneezes etiquette Follow the company instructions regarding immediate reporting of ill health symptoms (i.e.) diarrhoea, vomiting, fever, and any other symptoms as appropriate
Environment	Ensure the team are aware of their Environmental Responsibilities Implement the principles of the onboard Garbage Management Plan and Ship Energy Efficiency Management Plan for area Complete all environmental records accurately
Emergency Duties	Understand own emergency duties and routines onboard ship Take an active part in the ship's team response to an incident Ensure familiar with ship's emergency alarms and routines Ensure familiar in the use of all fire fighting appliances located within area of responsibility Ensure familiar in the use of the ship's life saving appliances and equipment including lifeboats and liferafts Participate fully in all relevant drills and training Know how to raise the alarm when necessary Able to identify escape routes and emergency exits Understand the function and operation of fire screen / splash tight and watertight doors During an incident work within the passenger mustering organisation or as a member of the command party with administration duties as directed Carry out passenger clearance from public areas ensuring all passengers have responded correctly and the area is clear Undertake other emergency duties / routines within the ERP as directed Undertake any other emergency duties required that are specific to vessel Follow all emergency procedures as directed
Safeguarding	Aware of CUK safeguarding children policies and procedures Report any concerns of a safeguarding nature to the Designated Safeguarding Person (DSP)
Security	Understand the security levels as defined by ISPS and own responsibilities Follow the correct security procedures when embarking and disembarking from the ship Report suspicious activities, packages and / or security incidents following the correct procedure

Technical

Knowledge/Skill	Summary of Responsibilities
Customer Service	Adapt quickly and remain calm when passenger requirements or demands change, or escalate the requirement to ensure a quick resolution is achieved Identify opportunities to do extra for passengers, independently, or in collaboration with colleagues Make and suggest adjustments to the service in response to passenger feedback and understanding of the passenger profile for the cruise

Tours and Ports	<p>Effectively operate the shore excursions office during advertised hours</p> <p>Promptly respond to passenger enquiries appropriately, giving detailed information of the attractions and excursions on offer</p> <p>Process pre-cruise information and ensure pre-booked tickets are available and distributed to passengers</p> <p>Book passenger requirements correctly, including company shore excursions, private arrangements, mobility tours and arrangements, car hire and ongoing travel arrangements where applicable</p> <p>Inform port providers of any mobility or dietary requirements</p> <p>Update onboard departments with information regarding number of passengers on excursions</p> <p>Ensure own information on shore excursions, local information and activities is up to date and relevant to the voyage and ports</p> <p>Attend overland excursions as and when required as a company representative ensuring the smooth running of the excursion and assisting passengers airport and hotel check-ins</p> <p>Direct the despatch of tours, including capacity management and the organisation of the quayside operation</p> <p>Effectively liaise with tour operators and port providers to negotiate competitive rates and minimum numbers and order shuttle buses</p> <p>Regularly escort shore excursions to increase product knowledge, undertake quality checks and take photographs, which should be labelled and supplied to Head Office</p> <p>Complete quality and assurance checklists on shore excursions and activities provided by contracted Shore Excursion providers</p> <p>Research and identify new tour opportunities</p> <p>Compile operational and general information for the ships newspaper</p> <p>Maintain and update the CD / Photographic database</p>
Quality Standards	<p>Undertake consistent and continual monitoring of external providers to ensure compliance to and achievement of standards</p> <p>In conjunction with the Shore Excursions Manager agree and implement short term tactical changes to the quality standards ensuring that company standards continue to be met</p>
Marketing and Promotion	<p>Increase revenue generation by effectively utilising the various marketing and promotional material available</p> <p>Assist with the preparation of promotional material, flyers, plasma screen presentations and, where applicable, interactive TV content</p> <p>Liaise with the Shore Excursions Manager to identify shore excursions which are under subscribed and assist in developing action plans to raise passenger awareness and increase sales</p>
Selling (General)	<p>Identify and maximise opportunities to sell shore excursions to passengers</p> <p>Confidently and proactively engage with passengers in order to create selling opportunities</p> <p>Understand which shore excursions have the highest profit margins and use this information to prioritise which tours should be actively promoted</p> <p>Understand team budgets and work to achieve and exceed set targets for individual ports</p> <p>Actively sell additional services, such as hop on hop off buses / Venice motor launch and act as sales agent for approved providers</p>
Revenue Generation	<p>Understand revenue target for own area and proactively work to achieve set targets</p> <p>Immediately highlight any issues in achieving revenue objectives to manager</p> <p>Understand passenger requirements and adjust approach accordingly</p> <p>Use specialist knowledge to help inform passengers on products and positively influence revenue generation</p>

Business

Knowledge/Skill	Summary of Responsibilities
Passenger Profile / Preferences	Understand the main passenger preferences and demographics of the ship and proactively use that knowledge to achieve successful sales
Commercial Decision Making	Use data from revenue cost reports to make reasoned commercial decisions in conjunction with the Shore Excursions Manager Take into account the financial impact when making decisions
Audit and Compliance	Complete full and accurate records to ensure compliance for both internal and external audits
Dealing with Challenging People	Assess situations and make appropriate decisions on when and how to resolve them Confidently and professionally diffuse emotionally charged situations

CUK Behavioural Expectations	
Speak Up	<ul style="list-style-type: none"> • Identifies and addresses barriers to team speaking up • Speaks out about concerns and encourages team to do the same • Is comfortable in challenging and raising concerns to all levels • Speaks honestly and contributes ideas and views openly • Knows and uses the correct channels to report concerns
Respect & Protect	<ul style="list-style-type: none"> • Treats everyone with respect and ensures team does the same; builds trusting relationships • Ensures that all team members are included • Safeguards the health, wellbeing and safety of colleagues and guests • Looks for more efficient and sustainable solutions that protect the environment • Is compliant when it comes to safety and environmental policy
Improve	<ul style="list-style-type: none"> • Promotes team work and collaboration with other areas • Learns from experience & others, takes action to continuously develop • Keeps up to date with the rules & protocols • Consistently monitors to ensure team's compliance with legal and policy requirements
Communicate	<ul style="list-style-type: none"> • Adjusts style to suit audience • Sets the tone by role modelling sound work ethics • Talks about and demonstrates the Culture Essentials • Regularly shares information, plans & priorities and invites open discussion • Is widely trusted, transparent and free from hidden agendas
Listen & Learn	<ul style="list-style-type: none"> • Seeks and is open to feedback: learns from others observations • Reviews data from audits, surveys and reports to ensure continuous improvement • Consults with others to improve knowledge & judgment • Takes ownership of challenges & obstacles even if outside
Empower	<ul style="list-style-type: none"> • Understand the needs of others • Coaches others & creates an environment where people do their best work • Invites input from team, encourages diversity of thought, shares ownership and visibility • Communicates with energy and engages the team in getting results • Invests time and energy in supporting and upskilling team

Person Specification

	Passionate and knowledgeable about the industry
	Strives to deliver a great service to customers and continually looks to improve
	Demonstrates a strong desire to meet and exceed sales targets
	Attentive to the passengers needs, works to provide an anticipative service
	Able to work as part of a close knit team, respecting and valuing others
	Able to build relationships with both passengers and the wider ship team
	Ability to create and deliver credible presentations, showcases and promotional material.
	Strong problem solving skills, actively works to generate solutions
	Creates a positive working environment building a culture of openness and trust
	Organised, structured and focused on the detail in their approach to work
	Calm under pressure, taking a logical approach to problem solving and involving and communicating to relevant stakeholders throughout
	Decisive and responsive to emerging situations
	Resilient and robust in the face of emotion, conflict or aggression
	Adaptable and flexible in the face of change or unanticipated events, able to prioritise changing workloads
	Communicates assertively and honestly at all times
	Extremely confident in formal social situations and comfortable making conversation with passengers.
	Demonstrates honesty and integrity at all times
	Takes responsibility for own learning and is proactive in increasing own knowledge of different ports and countries
	Loyal to the Carnival UK brand and compliant with company policies and procedures

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