

# Carnival UK Job Description

## Assistant Entertainment Manager

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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.

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| <b>Reporting to:</b> Entertainment Manager  | <b>Department:</b> Entertainment  |
| <b>Leadership Responsibility:</b> Entertainment Team  | <b>Location:</b> Fleet based across CUK vessels   |
| <b>Titles of Direct Reports:</b> <ul style="list-style-type: none"><li>- Entertainment Team</li><li>- International Hostess (where applicable)</li><li>- Gentleman Hosts (where applicable)</li></ul> | <b>Budget Responsibility:</b> Assist in controlling 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 entertainment product in a consistent manner at appropriate venues |

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### Standard Role Summary:

Support the Entertainment Manager to provide an exciting onboard entertainment programme. Ensure the efficient operation of all aspects of the Entertainment department by maintaining consistently high standards and striving to provide passenger satisfaction. Deputise for the Entertainment Manager as required.

### Primary Responsibility of the Role:

Manage the Entertainment Team to deliver an exceptional entertainment service, providing a variety of daily leisure activities. Assist with the effective planning and resource management of the onboard entertainment programme for present and future cruises.

Ensure all performances and activities meet the agreed standards and identify areas of improvement, actively working to exceed the expectations of passengers and improve customer satisfaction scores. Collaborate with other departments to plan revenue generating events.

Effectively manage team ensuring a smooth and professional entertainment programme is achieved, complete appraisals identifying development opportunities.

Deputise for the Entertainment Manager, ensuring the efficient operation of all aspects of the Entertainment department, including Production and Youth departments. As and when required, attend revenue, budget and itinerary meetings with relevant Heads of Department to enable effective future planning. Communicate effectively and regularly with shore side teams.

Provide a highly visible presence during key entertainment activities and passenger events. Regularly attend Sail Away parties and other corporate sponsored social events as required.

Create lecture timetables and book lectures into the planner. Meet and greet Lecturers and guest entertainers upon arrival and brief them on programme information and itineraries. Act as a point of contact for VIP guests and arrange private briefings to update them on activities and schedules.

Where applicable, plan and support activities in the Illuminations Room and for the Royal Astronomical Society, and liaise with entertainment staff in regards to tickets for events.

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## Key Responsibilities & Duties:

### Core Knowledge & Skills

| Experience / Qualifications | Summary of Requirements   |
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|                             | <p>Previous experience in an entertainment leadership role within the hospitality, leisure or cruise ship industry is desirable</p> <p>Previous experience of supervising a team</p> <p>Experience of supervising a variety of entertainment programmes i.e. concert, theatre and individual acts</p> <p>Proven experience of working within a live theatre environment, preferably on a variety of shows</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</p> <p>Implement the principles of the onboard Garbage Management Plan and Ship Energy Efficiency Management Plan for area</p> <p>Complete all environmental records accurately</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>As a member of the passenger muster station ensure the safe muster and control of passengers during an incident</p> <p>Give instructions and information to passengers using the microphone</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> <p>Follow all emergency procedures as directed</p> |
| <b>Safeguarding</b>      | <p>Aware of CUK safeguarding children policies and procedures</p> <p>Report any concerns of a safeguarding nature to the Designated Safeguarding Person (DSP)</p>   |
| <b>Security</b>          | Apply the correct security measures for own department / area   |

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|  | <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> |
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### **Technical**

| <b>Knowledge/Skill</b>                 | <b>Summary of Responsibilities</b>  |
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| <b>Working with an Audience</b>        | <p>Actively participate in stage performances, introducing acts, comparing and hosting sports and leisure activities when required</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 allocated onboard events and review content and running orders</p>       |
| <b>Marketing &amp; Promotion</b>       | <p>Identify opportunities to positively influence revenue generation and discuss with Entertainment Manager</p> <p>Provide promotional support to onboard departments</p>   |
| <b>Dealing with Challenging People</b> | <p>Deal effectively with any passenger complaints and comments and ensure they receive prompt follow ups</p> <p>Assess challenging situations and make appropriate decisions on when and how to resolve them</p> <p>Confidently and professionally diffuse emotionally charged situations</p>   |
| <b>Customer Service</b>                | <p>Adapt quickly and remain calm when passenger requirements or demands change</p> <p>Identify opportunities to do extra for passengers, independently, or in collaboration with colleagues</p> <p>Make and suggest adjustments to the service in response to passenger feedback and understanding of the passenger profile for the cruise</p>  |
| <b>Revenue Generation</b>              | <p>Provide advice and support to the team and other departments to support and drive revenue generation</p> <p>Understand how to increase revenue generation within own area and actively promote services and promotions</p> <p>Undertake analysis of revenue campaigns to understand what works well, adjusting strategy for future campaigns</p> <p>Identify opportunities to support sales, working collaboratively to achieve and exceed set targets</p> |

### **Business**

| <b>Knowledge/Skill</b>            | <b>Summary of Responsibilities</b>   |
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| <b>IT Skills</b>                  | Competent in the use of most MS Office Software  |
| <b>Commercial Decision Making</b> | <p>Make reasoned commercial decisions to assist revenue generation</p> <p>Assist the Entertainment Manager to make decisions where there are conflicts between venues which have a commercial impact</p>   |
| <b>Advising &amp; Influencing</b> | <p>Provide advice to support relevant situations and decisions</p> <p>Present information to non-specialists in the most appropriate format to enable decisions to be made</p> <p>Cultivate and foster a positive team spirit to ensure successful implementation of the onboard entertainment product</p> |
| <b>Audit &amp; Compliance</b>     | <p>Ensure the team's compliance with relevant statutory, legal and policy requirements</p> <p>Use recorded data to respond to requests from shore side and onboard auditors providing evidence of compliance</p> <p>Act on any audit findings, implementing agreed action plans</p>                        |

### **People/Management**

| <b>Knowledge/Skill</b>             | <b>Summary of Responsibilities</b>   |
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| <b>Quality Assurance</b>           | <p>Observe, review and assess all aspects of the quality of entertainment being provided within the team against the agreed quality standards</p> <p>Take action when any element of the service or work being carried out is not up to standard</p> |
| <b>Planning &amp; Prioritising</b> | <p>Plan work schedules for the team</p> <p>Prioritise schedules and tasks, including shore leave and in port manning, to ensure the most effective delivery in line with the ship's priorities and itinerary</p>                                     |

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| <b>Resource Management &amp; Delegation</b> | Understand the skills and competencies of the entertainment team and deploy them effectively around the ship's venues<br>Plan for absences<br>Delegate tasks with clear instructions, expectations and necessary responsibility  |
| <b>Providing Performance Feedback</b>       | Provide prompt feedback in the most effective manner to ensure that the advice is accepted and understood<br>Ensure feedback is both positive and constructive   |
| <b>Coaching &amp; Mentoring</b>             | Hold effective developmental discussions in order to improve delivery of the entertainment service<br>Act as a coach or mentor for team members, wider line management and subject specialist situations<br>Identify and undertake team training and development   |
| <b>Facilitation Skills</b>                  | Run meetings effectively, including agendas and timing and ensuring views are heard so team members are provided with accurate and up to date information<br>Attend venue meetings as and when required to discuss pertinent issues and agree actions to ensure the smooth operational delivery of the entertainment product |

**CUK Behaviours** (Refer to the skills profile for detailed CUK Behaviours)

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| <b>Officer / Supervisor Style</b>            | Thinks about their style and approach and how this impacts the team<br>Works as part of the team to achieve agreed goals<br>Supports and encourages others, helping to build a positive and open culture   |
| <b>Thinking Ahead / Making Change Happen</b> | Thinks ahead when working with a team and helps others to change<br>Identifies problems and actively works to generate solutions   |
| <b>Working with Others</b>                   | Works collaboratively, supporting and encouraging others to achieve objectives<br>Actively works to improve own knowledge and experience and is approachable to others<br>Respects colleagues and passengers and gives constructive and helpful feedback |
| <b>Communicating Effectively</b>             | Proactive and positive in their communications with Officers, crew and passengers  |
| <b>Customer Centred</b>                      | Understands how their role can impact the passenger experience and works with the wider Entertainment department to provide a customer focused service<br>Deals with feedback positively and strives to deliver a consistently high service              |
| <b>Acting Safely</b>                         | Takes responsibility for health and safety of self and others and always considers safety in their everyday tasks and activities   |

**Person Specification**

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|  | Shows a genuine enthusiasm and passion for working within an entertainment environment  |
|  | Demonstrate up to date knowledge of entertainment trends  |
|  | Ability to plan and deliver a complex daily entertainment schedule within a structured and controlled environment                     |
|  | Excellent hosting skills  |
|  | Motivates others to deliver a great customer service  |
|  | Ability to actively engage with passengers  |
|  | 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                    |
|  | 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  |
|  | Models high standards of ethics and appropriate behaviour   |
|  | Communicates assertively and honestly at all times  |

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|  | 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                                   | Paul Wright      | 01 September 2014    |