

JOB DESCRIPTION – GUEST EXPERIENCE MANAGER

If this role sounds like the perfect opportunity for you then please submit your CV and Covering letter to our General Manager Stuart at swood@yorkschocolatestory.com

PURPOSE OF THE JOB

Working as part of a team to deliver a memorable and enjoyable experience for all guests through commercial leadership. To ensure the highest standards of guest experience are maintained at all times with particular focus on tour delivery.

KEY ACCOUNTABILITIES

- Actively monitor health & safety to ensure the safety of all guests and team is maintained at all times by compliance with all appropriate legislation and policies.
- Take responsibility for the safe, efficient and successful operation of the attraction.
- Perform the day to day duty management of site as needed in collaboration with the management team.
- Work flexibly across departments in line with the business demands.
- Recruit, retain and develop the best people to deliver the highest standards of guest service and experience every day
- Ensure a continuous review and assessment of tour guides in relation to script delivery, content management and guest interaction.
- Lead the team with clear OKR's, regular 1-2-1's and personal development blueprints. Managing the tour guide team's performance by providing each team member with clear objectives and personal performance targets.
- Ensure team scheduling is in line with business requirements including recruitment and the management of team absence following company process.
- Manage Team Absence procedure including record keeping and ensuring all back to work interviews are logged and any issues brought to the attention of the General Manager.
- Be responsible for ensuring that the tours run smoothly in both peak and off-peak periods by planning tour schedules and guide allocations.
- Continually seek to develop the tours in line with York's Chocolate Story brand
- Actively encourage feedback from guests, review and analyse results, and implement any appropriate changes to improve the experience

- Work to continually ensure inclusivity for all guests to the attraction.
- Oversee the successful delivery of the attractions education programme and continually work to develop the offering.
- Work with the team to deliver added value, product led events to increase footfall.
- Ensure that all items held by the attraction are looked after and recorded correctly.
- Effectively manage repairs and maintenance of the tour element of the attraction.
- Maximise spend per head from tour visitors by ensuring tour guides actively promote retail, guidebook and café offering
- Provide reports in a timely fashion detailing current performance levels and identifying where improvements can be achieved.
- Monitor, review and control use of resources to ensure expenditure is controlled throughout the year to achieve budget.
- Contribute towards meetings and future development of the attraction.
- Identify, evaluate and instigate where appropriate new commercial opportunities.
- Work with the marketing team and General Manager to continually seek ways to drive footfall to the attraction.
- Take pride and accountability in the appearance of the Attraction.
- Attend all training sessions and team meetings as required.
- Ensure that all policies and procedures are adhered to
- Identify any suggestions for improvement to enhance the guest experience within the attraction.
- Take responsibility for the security of the attraction through key holder duties.

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role

ATTRACTION/OFFICE SPECIFIC REQUIREMENTS

Essential

- Previous work experience in a similar customer facing environment in a management role.
- Experience of leading and supporting a team
- A flexible, hands on, 'can do' approach.
- Effective communication skills.
- Commitment and ability to use own initiative.

- Understanding of business and financial practices and the effective management of budgets.
- Understanding and experience of Health & Safety management and risk assessments
- Strong interpersonal skills.
- Ability to maintain a high level of personal presentation.
- Time management and work prioritisation.
- Sales skills and ability to effectively upsell.
- Passion and enthusiasm for working in the tourism industry.
- Creative thinking and problem-solving skills.
- Flexibility to work evenings and weekends.
- Proven competence with Microsoft Word and Excel, and ability to use and maintain databases.

Desirable

- First Aid training/Certificate.
- Chocolate Industry knowledge.