

Adventure Aquarium Job Description

TITLE: Guest Experience Manager

DEPARTMENT: Guest Relations

REPORTS TO: Guest Relations Director

CLASSIFICATION: Salaried - Exempt

At HFE it is our goal to bring families closer together and to create memories worth repeating. Our Core Values – greatly exceeding guest expectations, serving others, creating emotional connections, constantly improving – give us purpose and guidance.

SUMMARY:

Leads a team to run a 7 day a week guest-experience operation that “creates memories worth repeating” for Adventure Aquarium guests. Oversee development and operation of seasonal and daily programming that supports and delivers on the marketing message and HFE mission statement. Embrace and model excellent customer service, run efficient business operations and develop high employee morale. Other duties include the development and facilitation of guest intercepts and surveys related to programs, customer service, and overall guest experience and the operation of special events at the aquarium.

MAJOR DUTIES AND RESPONSIBILITIES:

- As a member of management, you will coach, guide, lead by example, and create an environment where people work as a team, and empower each other by being patient, kind, humble, respectful, selfless, forgiving, honest and committed when interacting with one another and the guests.
- All cast members must understand the significance of their role and how they can positively impact guests. Pro-active, friendly communication will be expected at all times, as well as anticipating visitors’ needs and desires.
- Oversee daily operation of Aquarium Guest Experience program including creation of daily programming/show schedule, touch experiences and live shows/presentations.
- Work closely with the aquarium’s Marketing Department and Guest Relations Director to create special events that are unique, drive attendance and provide adequate return on investment.

- Train and supervise a team of full and part time Animal Experience Specialists and Experience Agents that deliver programming in a manner that is professional, enthusiastic and energetic.
- Manage all personnel, including hiring, team development, training; counseling; appraisal and recognition. Address inappropriate behavior with Corrective Actions and supporting coaching techniques.
- Work in coordination with the aquarium's Husbandry department to create and maintain a daily list of programs and shows and to ensure that all of the animal information used in programs or shared by Guest Relations cast is accurate and relevant.
- Research, develop and rehearse Guest Experience shows and programs to ensure consistent delivery and is appropriate to the target audience. Develop strong knowledge about animals, their behaviors and exhibits in the aquarium.
- Challenge and encourage team members consistently for new ways to excite and impress guests. Empower team member to treat problems as opportunities.
- Work in coordination with the aquarium's Marketing Department to facilitate guest intercepts and surveys that provide qualitative and quantitative data regarding the overall guest experience as well as those that gauge guest reaction to specific programs, exhibits or service levels. Ensure the data collected is accurate, meaningful and actionable.
- Respond immediately to customer complaints and concerns; use judgment to resolve complaints to the guest satisfaction.
- Fill in for the Guest Service Manager when needed.
- Comply with safety and security directives, policies and procedures.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS:

- College degree required.
- 1-2 years experience in program development and special events. Experience with theater production is a plus.
- Must lead by example, have strong communication skills and be able to work with the general public.
- Must be able to motivate and energize a diverse group of team members.
- Must be able to handle confidential information.
- Must be willing to work a minimum of 40 hours per week, including weekends and holidays.
- Strong computer skills, including Word and Excel.

PHYSICAL AND MEDICAL REQUIREMENTS:

- Successful completion of pre-employment drug testing and background investigation.
- No allergy to plants or animals which may interfere with ability to work.
- Able to work outdoors in all weather conditions.
- Spend at least half the day walking/standing in aquarium public spaces.
- Ability to push/pull up to fifty pounds.

YOU CAN EXPECT:

You can expect to work on projects that have never been done before – ideas that are unproven, and concepts that make people smile. You can expect to have fun and be treated with respect the minute you start...and through to the end. You can expect to work in an environment that is highly innovative and low in politics – truthful and filled with smart people!

And most of all, you can expect to work hard and make a difference in our world by helping to bring families closer together.