

## ROLE PROFILE

**TITLE:** ENTERTAINMENT MANAGER  
**DEPARTMENT:** Entertainment  
**REPORTING TO:** Park Management via Food & Beverage Manager

### GENERAL SUMMARY:

Responsible for organising and overseeing exceptional customer Entertainment to our owners, holidaymakers & guests, ensuring they receive a personalised and efficient service. Organising and assisting in activities forming the Entertainments Programme on site, including those based on stage, in communal areas (soft play area etc) and around the park, leading and being part of on-stage events including party dances, games & presenting, helping visiting cabaret acts with setting up etc, customer liaison & assisting other departments. Arranging acts and activities with external agencies and co-ordinating Entertainment with Sales and F&B Operations when necessary.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

#### 1. Working relationships / Communication

- ✧ Interacts & communicates effectively with all team members, customers & management team.
- ✧ Interacts with all guests including children's parents or guardians.

#### 2. Key responsibilities

##### Operational / Profit

- ✧ To liaise with management in order to co-ordinate programmed activities, including daytimes and evenings
- ✧ To assist in making provision for and meeting the entertainment needs of the owners, holidaymakers & guests (across all age ranges) in a safe and professional manner at all times, following company guidelines
- ✧ Working with the F&B Manager and Park Management to control costs within agreed budget
- ✧ Assist in Sales promotions for F&B and Caravan Sales
- ✧ Responsibility for care, maintenance, replacement purchasing of Entertainment equipment
- ✧ Taking ownership of events and ensure that these run on time and to schedule to comply with timing restrictions
- ✧ To assist in organising the supervision to local amenities
- ✧ To maintain a clean and safe working environment
- ✧ To ensure full compliance with Health & Safety legislation and maintain a safe environment for all holidaymakers, owners & guests. Suggest any

recommendations to Park Management and improve through on-going training

- ✧ Ensure that the softy play area is kept clean and meets Health & Safety standards at all times
- ✧ To assist with routine H&S checks
- ✧ To arrange and provide activities which both entertain and encourage enjoyment for all age groups
- ✧ To set up and dismantle equipment required to meet the Entertainment Programme
- ✧ To ensure that all equipment is kept in a hygienic and well maintained condition, reporting any faults / repairs required to Park Management
- ✧ Responding to and assisting with the resolution of customer complaints relating at a park level and reporting to the park management team
- ✧ Any other duties which may from time to time be determined by the park management team

### People

- ✧ Work closely alongside other team members and Park Management to identify training & development needs and opportunities for self development on an ongoing basis
- ✧ Share information and work effectively with other team members to establish a supportive working relationship and successful team environment that will carry through all activities and events
- ✧ Interact & regularly liaise with team members in other departments to ensure an overall awareness of activities throughout the park

### Customer Service / Quality

- ✧ Maintain the reception service provision in line with South Lakeland Parks standards & expectations
- ✧ Ensure that customers & guests receive an efficient, friendly, consistent & personalised service.
- ✧ Manage customer feedback effectively; ensure any issues or compliments are escalated and dealt with appropriately to enable long term improvements in products and services.
- ✧ Maintain standards of personal appearance & hygiene in line with Company requirements.
- ✧ Maintain up to date knowledge of Health & Safety (gained through attendance at training & induction).
- ✧ Ensure regulations comply with requirements & park rules are observed by team members, owners & guests to ensure their safety & well being when using the park & its facilities.

**PERSON SPECIFICATION:**

FACTORS			CRITERIA	MEANS OF ASSESSMENT		
				App	Ref	Int
Education & Professional Qualification	Essential	A1	o GCSE/O Level Maths (or equivalent) or high level numeracy skills.	<input checked="" type="checkbox"/>		
		A2	o GCSE/O Level English (or equivalent) or high level literacy skills.	<input checked="" type="checkbox"/>		
		A3	o First Aid Certificate.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
	Desirable	A3	o GNVQ in Child Care	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
A4		o Evidence of on-going professional development.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
Experience/ Training	Essential	B1	o Experience of working in a child care environment (crèche/playgroup(/nanny)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		B2	o Understanding of the basic principles of child care	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Desirable	B3	o Demonstrate an awareness of Health & Safety regulations.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
		B4	o Legislation relating to child care facilities.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Specific aptitude and abilities	Essential	C1	o Sound organisational skills with the ability to identify and juggle priorities.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		C2	o Good leadership and interpersonal skills.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		C3	o Customer focus.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Interpersonal Skills	Essential	D1	o Ability to communicate effectively & clearly with customers, parent & guardians and children.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special Factors	Essential	E1	o Positive, enthusiastic and flexible approach to work.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		E2	o Good timekeeping and attendance records.	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

**HOLIDAYS:**

25 days (pro rata) per year plus Christmas Day, Boxing Day and New Years Day.

**NORMAL HOURS:**

48 hours per week over 6 days including weekends and Bank Holidays.

## **SPECIAL CONDITIONS:**

The successful candidate will be asked to apply for a criminal disclosure check through the Criminal Records Bureau (CRB). A conviction (spent or unspent) may not exclude candidates from this position but will be considered as part of the recruitment process.

### **Risk Management/Health & Safety at Work**

South Lakeland Parks is committed to protect its staff, customers and assets and reputation through an effective risk management process. The post holder will be required to comply with South Lakeland Parks Ltd Health and Safety Policy and actively participate in this process and have responsibility for managing risks and reporting exceptions.

### **Confidentiality**

You are required to observe and sign the Company's policy of Confidentiality and Data Protection of South Lakeland Parks Ltd employee and customer information.

You must also observe your legal responsibilities in handling stored personal data and operation the Company's IT security policies.

### **Data Protection**

Under the Data Protection Act 1998, South Lakeland Parks Ltd advise you that it will be keeping personal information on you for administrative and managerial purposes. To obtain a full list of information retained, you can contact the Human Resource Department, South Lakeland Parks Limited, Helme Bank, Helme Lane, Natland, Kendal, Cumbria, LA9 7PS.

South Lakeland Parks Ltd will only disclose personal details on you to relevant departments within Company. You will be informed of any disclosure request of personal details made unless an exception is made. An example of an exemption is an Inland Revenue or DSS request

### **Note**

This role profile is intended to identify key responsibilities only. Specific objectives will be agreed annually. It is a guide to the nature & main duties of the job & is not intended as a wholly comprehensive or permanent schedule. The order in which duties & responsibilities are listed is not significant.

This role profile is current as at the date shown below. In consultation with the post holder it is liable to variation to reflect or anticipate changes in or to the role.

*Revised by: Rachel Wimpenny*

*Date: January 2012*