

OBR Guest Proposition Manager

Role Description (purpose):

- Deliver financial targets related to a number of business areas within On Board Revenue including Weddings, Celebrations, currency, laundry and gifts (see full list below).
- Achieve this whilst driving improvement in guest experience; by defining, optimising and developing the Guest proposition of these areas.
- Constantly review and improve existing ways of working engaging cross departmentally

RUI: (if updating existing JD)	408	Grade: CUK7	DBS check required	Not Applicable	
Directorate: (Operating Company where Applicable)	Onboard Revenue	Reports to:	Emma Paterson		
Function:	Shared Services	Team:	Retail Concessions		
Direct reports :	Job Titles & Level Ceremonies Advisor – CUK13				

Accountabilities

Proposition Development:

- Develop joined up guest facing proposition strategy that enhances the overall cruise experience and leverages and complements our total OBR offer (as opposed to multiple single use vertical separate propositions) for: Weddings / Gifts / Kennels / BoHT / Currency / Florist / Laundry, and any other small revenue areas that are deemed strategically important enough.
- Draw on insights and analysis to ensure the development of the propositions is commercially sound and will meet the needs of guests
- Engage with stakeholders across the business to ensure that the propositions are aligned to the brands and viable to implement on the ships
- Develop a pre-cruise strategy to optimise net revenues
- Develop areas of growth both organically and with new Guest propositions

Proposition Management and Execution:

- Identify, select and manage appropriate business partners to support the delivery of the business proposition
- Ensure clear and fit for purpose contractual arrangements are in place for all 3rd party vendors
- Define and agree most efficient and suitable division of responsibilities across the business
- Define clear processes for the operational delivery of each revenue line
- Develop a clear, agreed and signed off RACI by revenue line by stakeholder
- Work across departments to ensure that the propositions are delivered and executed to plan, and that processes are clear and streamlined
- Ongoing internal collaboration and strategic management of process & systems reviews, pricing strategies, marketing strategy, travel agent engagement, international execution, brand partnerships and internal engagement.

Budgeting and Commercial Development:

- Deliver on strategic commercial goals, with a primary focus on the planned significant growth of Celebrations, leveraging Halo categories within this revenue area.
- Oversee the performance of business and manage business partners (internal and external) to meet agreed KPIs and SLAs
- Budgeting, Forecasting, Reporting and course correction on performance vs plan
- Understand and measure the performance impact of changes to/launch of new propositions and react accordingly.
- Work closely with the systems / programme teams shoreside and on board to ensure a robust operational process that is commercial secure with accurate profit / cost mapping.

Health, Environment, Safety, Security (HESS) Responsibilities

- Lead by example by taking care of the health and safety of you and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager/supervisor/team leader
- 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
- Appoint shore side risk assessment Subject Matter Experts as required to review and approve risk assessments
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our safety leadership behaviours

General Responsibilities

- Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).
- To undertake ad hoc duties as required.

Scope:

Problem solving:

- Develops ideas and methods that eliminate barriers to improvement.
- Regularly analyses systems, processes and performance to identify opportunities for improvement.
- Provides others with tools and approaches to solve problems and drive improvements.

Impact (what impact will the role holder have on the team/ department/ function/ stakeholders):

- Takes responsibility for self and team actions, ensuring they are having a positive impact on both CUK culture and behaviors, and also the corporate growth ambitions.
- Engages others and manages self and others to ensure accountability and consequences for delivering on time.
- Drives change and improvement through all actions and ensure that is cascaded through team and all cross departmental engagements internally.

Leadership (what level of management is required, i.e multiple teams, or small teams) :

- Work collaboratively and show positive leadership behaviours within the direct OBR team and the wider CUK business.
- Lead and coach all direct reports to improve, skills, knowledge and personal development planning.
- Attend training and development programs when required to improve own performance and self-development.
- Act with Authenticity and integrity at all times.
- Lead in a firm and fair manner that is collaborative and engaging for those around.

Demonstrable Behaviours (what needs to be demonstrated in 'how' to be successful in the role) :

Self Mastery

- Is direct, truthful and trusted, and can see how own behaviors impacts others. Learns from experience, feedback and takes action to continuously improve. Faces difficult issues with a positive attitude.

Improve & Innovate

- Remains calm when facing uncertain situations. Appreciates both internal and external customer needs to inform action. Generates useful ideas that are new, better and enhance guest or people experience. Implements efficient and sustainable solutions.

Engage & Empower

- Provides input and takes ownership of tasks. Seeks to understand different perspectives. Treats everyone as an individual. Supports others and contributes to a positive working environment.

Accountability & Commerciality

- Displays a can do attitude in good and bad times. Follows through on commitments. Takes personal responsibility for decisions, actions and failures. Makes decisions based on facts, guest and people experience.

Inspire & Achieve

- Comfortable with dealing with concepts and complexity. Looks ahead to propose future solutions and ideas. Understands the vision and recognizes their contribution. Has a clear connection between own aspirations and goals to the company goals.

Knowledge, Experience and Qualifications required:

Qualifications – essential:

- Degree level or equivalent qualification
- IT literate

Knowledge/ Experience – essential:

- Experience within a commercial role.
- Business acumen.

Qualifications – desirable:

- Education illustrated broad commercial and business acumen

Knowledge/ Experience – desirable:

Issue Date:	08 / 02 / 2021	Issued by (name):	Emma Paterson	
REWARD ONLY	Grade: CUK07	RUI: 408	Date Approved: 11/02/2021	Initials: AW