

Position Title: **Cruise Director**

Revised Date: **10/2018**

### **POSITION SUMMARY – 3.5 stripe officer**

Directs all the entertainment and associated entertainment activities throughout the vessel by performing the duties described below either personally or through subordinate supervisors. Needs to be a strong business owner in running the entertainment department.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

Royal Caribbean International expects each shipboard management team member to relentlessly exemplify the principles of the *Royal Way* to all team members. In addition, all duties and responsibilities are to be performed in accordance with Royal Caribbean International's Royal Way Brand Standards, SQM standards, USPH guidelines, environmental and safety policies.

In accordance with Royal Caribbean International's philosophy of *the Royal Way*, each employee conducts oneself in a professional and courteous manner at all times. This consists of physical and verbal interactions with guests or fellow shipboard employees and/or in the presence of guest contact and crew areas.

Directs the overall entertainment function onboard the vessel. Oversees the assignment of duties, responsibilities and workstations to employees. Observes and evaluates employees and work procedures to ensure quality standards and service is met. Approves personnel actions such as new hire requests and discharges, to ensure proper staffing. Provides final approval for overtime needs.

Mentors, develops and provides on-the-job training to subordinates to strengthen their current performance and preparation for future advancement.

Reviews financial transactions and monitors budget to ensure efficient operation, and to ensure expenditures stay within budget limitations. Constantly reviews current operating procedures for revenue-enhancement opportunities, through shipboard marketing efforts, upselling programs, and special promotions, etc. Reviews for final approval requisition estimates for gifts, prizes, product replacements, supplies, purchases, etc.

Implements Royal Caribbean International's Royal Way Brand Standards for the entertainment function. Reviews audit comments, discusses with subordinate management, and implements audit recommendations.

Oversees all entertainment presentations, entertainment activities and quality in all venues, including but not limited to dining rooms, specialty restaurants, bars, lounges, etc. Observes preparation to ensure quality standards are met. Oversees the care and maintenance of all equipment, props, supplies, etc. Oversees all special events conducted onboard the vessel requiring the entertainment staff.

On a regular basis, meets with subordinate managers and staff, to review the requirements of the day's entertainment schedule, international guest requirements and disseminates any other company related correspondence, notices, policies, procedures, etc. Reviews schedule to estimate time requirements to ensure speed and efficiency. Meets with function managers and/or staff to review guest comments to implement revisions and improvements.

Oversees the preparation of the *Cruise Compass* newsletter in reference to the Entertainment and Entertainment activities section only. Meets with staff to review changes and/or revisions required based on itinerary, weather conditions, demographics, etc. Forwards final copy to the Printer.

Serves as master of ceremonies for shows and events presented by the Entertainment department by taking part in skits, and/ or simple dance routines if needed. This includes the Welcome Aboard Show, Farewell Show, Captain's cocktail reception, Crown & Anchor Welcome Back Parties, out island activities, etc. Assumes the Captain's host duties, as needed.

Confers with ship management to plan and integrate all departments and product offerings to enhance the guest experience through food, beverage, shore excursions, gift shops, etc. Investigates and resolves entertainment quality and service complaints in a timely fashion, and always with a view to exceeding the expectations of our guests.

Attends meetings, training activities, courses and all other work-related activities as required. Where appropriate, initiates meetings to address and resolve quality concerns and to continuously identify improvement opportunities.

Performs related duties as required. This position description in no way states or implies that these are the only duties to be performed by the shipboard employee occupying this position. Shipboard employees will be required to perform any other job-related duties assigned by their supervisor or management.

## QUALIFICATIONS

*Minimum hiring, language and physical requirements to perform the job.*

### **Hiring Requirements:**

Two to five years progressive managerial experience in professional entertainment (theatre, music, dance, comedy, etc.) function with resorts, cruise lines, entertainment or recreational industries preferred.

Extensive master of ceremonies experience. Special talent skills such as singing, dancing, ballroom dancing, juggling or sports related background preferred however a majority of this job is focused on being a strong business owner.

Ability to capture and manage the attention of a large group of people with microphone effective and courteous microphone techniques.

Ability to manage the financial aspects of an entertainment operation, including the successful identification of expense reduction through cost efficiencies and revenue growth through promotional and up-selling activities.

Ability to manage headcount within area as it relates to and supports the business needs of the vessel.

Knowledge of principles and processes for providing customer and personal service including needs assessment techniques, quality service standards, alternative delivery systems, and customer satisfaction evaluation techniques.

Knowledge of policies and practices involved in the human resources function.

Ability to manage the international staff in a positive and productive manner by motivating, developing and managing employees as they work.

Ability to utilize and administer the disciplinary action process through coaching and counseling to improve performance or terminate employment.

Working knowledge of computers, Internet access, and the ability to navigate within a variety software packages such as Excel, Word, and Adobe Page Maker or related programs.

Bachelor's degree in hospitality management, communications or related field from an accredited college or university or the international equivalent preferred.

**Internal Candidate Requirements:**

*In addition to the stated hiring requirements, internal candidates are **preferred** to fulfill the following:*

Minimum one to two years' experience internally as an Assistant Cruise Director with consistently high performance ratings.

**Language Requirements:**

Ability to speak English clearly, distinctly and cordially with guests.

Ability to read and write English in order to understand and interpret written procedures.

This includes the ability to give and receive instructions in written and verbal forms and to effectively present information and respond to questions from guests, supervisors and co-workers.

**Physical Requirements:**

While performing the duties of this job, the shipboard employee is regularly required to stand; walk; use hands to touch, handle, or feel; reach with hands and arms; talk or hear; and taste or smell. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

All shipboard employees must be physically able to participate in emergency lifesaving procedures and drills. Full use and range of arms and legs as well as full visual, verbal and hearing abilities are required to receive and give instructions in the event of an emergency including the lowering of lifeboats. Ability to lift and/or move up to 50 pounds.