



JOB DESCRIPTION

Job Title: Entertainments Manager
Responsible To: Head of Operations
Responsible For: Entertainment Team Members

JOB SCOPE

To lead, create, develop, perform, and manage the delivery of all entertainment at Willows Activity Farm, delivering high levels of customer satisfaction and enjoyment.

To devise, write, record, choreograph, produce, rehearse, and deliver (as part of the entertainments team) a rolling programme of seasonal shows, including those featuring Peter Rabbit characters to strict brand guidelines.

Responsible for character Meet & Greet interactions.

To develop and manage the creation of all costumes and props required in the delivery of the entertainments programme.

Responsible for the recruitment, training, and delivery of our festive characters (Father Christmas and Elves performers)

KEY RESPONSIBILITIES

Health and Safety

- To ensure adherence by self and entertainment staff of all Health and Safety standards and procedures.
- To assist in the implementation of the latest/changing protocols, procedures, legal requirements in ensuring the health and safety of our customers and staff across the business
- To adhere to all fire regulations, emergency and first aid procedures
- To attend any health and safety training as required by the company

Customer Service/Satisfaction

- To lead by example and ensure the delivery of agreed customer service standards
- To assist in the development and delivery of customer service staff training to ensure the delivery of our customer service standards

Entertainment

- To be responsible for the creative ideas, writing, development, rehearsal, and performance of all shows, reflecting the seasonality and themed events throughout the Willows year
- To be responsible for the training of staff working in character costumes and the delivery of the Meet & Greet interactions
- To have total understanding of the Peter Rabbit IP and ensure Peter Rabbit themed shows are permissible within the limit of the IP license
- Responsible for the development, care, and maintenance of character costumes.
- To lead and develop with the team the production of props and costumes for all shows and other seasonal events.
- To write, record and assist in the production of all songs, working with recording studios

- To have a working knowledge of all microphones and show recordings and ensure that they are set up for each shows schedule, maintained and any faults reported immediately
- To assist with any recordings requires for announcements around the Farm Park

Staffing

- To assist in the recruitment, induction, training and development of Entertainment staff and general staff as required by the Head of Operations.
- To lead by example and support in overseeing that entertainment staff are well presented at all times, motivated and engage with customers at every opportunity.
- To assist in the training and rehearsals of entertainments staff.
- Responsible for the recruitment of seasonal entertainment staff (Father Christmas and Elf Performers)

Financial Control

- Any requirements that have a cost associated with them to be agreed and approved by the Head of Operations prior to purchase

Hours of Work

This role demands a flexible approach to working hours to reflect the needs of the business at weekends, Bank Holidays and school holidays. The average working week will be 5 days in 7, which will include at least one weekend day each week. Current opening hours of the business are 10am to 5.30pm with a start time of 9am.

Holidays

The annual company holiday entitlement is a maximum of 28 days inclusive of any Public and Bank Holidays taken. Your personal annual entitlement for any year may be lower depending on your employment commencement date, employment end date and actual number of days worked, in which case entitlement will be calculate don a pro rate basis.

The holiday year runs from the first day of the payroll year to the last day of the payroll year which runs from 1st April to 31st March.

Signed:_____ (Job Holder)

Signed:_____ (Line Manager)

Date:_____