



## JOB DESCRIPTION

**Position Title** : **Director - Operations**

**Department** : **Operations**

**Grade** : **3**

**Contract Type** : **Permanent**

### Scope of work (JOB PURPOSE)

Responsible for development and implementation of the Standard Operating Procedures for the Theme Park & Water Park, including the following departments: Attractions & Rides, Admissions, Safety & Risk Management, Entertainment, Costumes & Wardrobe and Education Programs. Directs and manages the park operations for LEGOLAND Dubai Resort including the above areas, including the quality of our guest experience. Coordinates with all Operating departments to ensure sufficient Duty Management coverage to ensure smooth daily operation of the Park.

- People management for the operations division including hiring, performance management, motivation and training to produce high quality results.
- Ensure strict compliance with all relevant Health & Safety legislation/requirements.
- Ensure delivery of key performance indicators for the park in regard to guest satisfaction, health and safety, financial and productivity
- Ensure all attractions, shows and rides consistently deliver or improve upon agreed targets for mystery guest, touch screen and departmental KPI's.
- Managing budgets, particularly labor and supply costs within budget frames.
- Be a key member of the Leadership Team which creates, implements and drives business strategy, leads the park's values, and ensures high retention and motivation of staff.

### Main Responsibilities

#### 1. Operations

- Take full ownership of all day to day operations within the park, particularly those with frontline exposure to guests and customers
- To ensure that all operational KPI targets are delivered
- Deliver continuous improvement across operations KPIs
- Set the standards for guest service and guest satisfaction throughout the park. Through this, ensure consistent delivery of the brand and provide the link between all operating, support and commercial departments which can guarantee a performance exceeding guest expectations
- Lead the Park Duty programme, direct and develop guidelines, to enhance performance
- Drive productivity and efficiency across all departments, to maximise guest throughputs, minimise operational downtime and ensure prompt resolution of faults to deliver guest satisfaction
- To ensure guest service and safety standards meet the LEGO Brand standards
- To ensure department objectives are set to meet overall performance standards and operational plans..

**Disclaimer:** Job descriptions are not exhaustive and the job holder may be required to undertake duties which are in line with but not limited to the above responsibilities



## **2. Financial**

- Closely monitor flash reports, and weekly/monthly spend, revenue and cost performance taking actions as necessary to deliver profit objectives.
- Ensure compliance of departmental activities with the Merlin Operations Manual
- Plan and deliver set annual budgets for all aspects of Operations
- To ensure that all operational KPI targets are delivered
- Deliver continuous improvement across operations KPIs
- Identify opportunities for further efficiencies and deployment of labour
- To lead/contribute to ad-hoc project work as required

## **3. Development**

- Manages the creative development, contract negotiations, and execution of key attendance generating events for the park.
- Oversees the execution and logistics for all events and special activities within the park to ensure these events showcase our park and provide excellent representation of our product.
- Serves as a member of the executive leadership team and develops and supports LEGOLAND Dubai's strategic and operating plans.
- Participates in planning, policy and direction setting, problem solving and decision making with other members of the management team.
- Promotes and demonstrates Merlin's and LEGO's culture and core values through words and actions.
- Support the Hotel GM in the delivery of Cross-Resort activities

## **4. People**

- Determines the organizational structure, operational planning, budgeting and staffing requirements for the operations division.
- Responsible for overseeing the recruiting, staffing, training, development, performance management, team building and other people and culture initiatives.
- Is responsible for managing the operational training requirements to ensure a smooth opening of the park.
- Leadership style encourages guest service focus and drive to exceed guest expectations.
- Exhibits the ability to work effectively as a team member to contribute to the strategic and cultural direction of the organization
- Exhibits the ability to work independently and execute operational plan within job scope.
- Exhibits the organizational and business savvy, and the interpersonal skills, to work effectively in a dynamic organization with international and cultural differences.

## **5. Health & Safety**

- Establishes park duty schedules and ensures emergency action plans are in place and appropriate staff have been trained on the procedures.
- Works with local and national agencies to ensure all accreditation is delivered to the required standards
- Form excellent working partnership with Technical director and Head of Health & Safety



### Background and Experience:

2. Requires at least 8 years of progressive experience in the entertainment or hospitality industry. Requires at least five additional years of senior management experience in a theme park or in the attractions industry. Global/international experience, as well as experience in a LEGOLAND theme park, a plus. Requires a track record of success in planning, directing and managing park operations. Requires in-depth knowledge of strategies and methods to lead and direct operations to achieve revenue, guest experience and other performance measures. Requires the ability to coordinate efforts and build alliances and partnerships with other company departments and external contacts. Requires strong analytical and decision making skills, project management skills, including contracting, budgeting and scheduling. Must possess strong people management skills, including selecting, training, developing and coaching people. Ability to set performance standards and manage against objectives, and effectively coordinate the utilization of internal and external resources. Requires demonstrated skill in interpersonal relationships, making presentations, and verbal and written communications. Computer proficiency with ability to use Microsoft Office Products required. Multi-cultural experience and multi-lingual skills are helpful.

### Health & Safety

Managers/Supervisors are responsible for all aspects of Health, Safety & Security within their department, in line with the Group Policy (HS001). In particular, they must ensure that risk assessments have been carried out, that safe working procedures are in place for all work activities and that all employees under their management are aware of the Group Health, Safety and Security Policy and their obligations under it. They must ensure that safe working practices are monitored, and that risk assessments and procedures are reviewed regularly. Where incidents do occur, they must ensure that they are investigated appropriately and that where necessary, corrective action is taken to ensure that such incidents are not repeated

### Qualifications, Experience, & Skills

- You will have at least a Bachelors degree in a relevant subject
- At least 8 years of progressive experience in the entertainment or hospitality industry
- At least 5 additional years of senior management experience in a theme park or in the attractions industry
- Global/international experience, as well as experience in a LEGOLAND theme park, a plus
- A track record of success in planning, directing and managing park operations
- In-depth knowledge of strategies and methods to lead and direct operations to achieve revenue, guest experience and other performance measures
- The ability to coordinate efforts and build alliances and partnerships with other company departments and external contacts.
- Strong analytical and decision making skills, project management skills, including contracting, budgeting and scheduling.
- Must possess strong people management skills, including selecting, training, developing and coaching people.
- Ability to set performance standards and manage against objectives, and effectively coordinate the utilization of internal and external resources.
- Requires demonstrated skill in interpersonal relationships, making presentations, and verbal and written communications.
- Computer proficiency with ability to use Microsoft Office Products required.
- Multi-cultural experience and multi-lingual skills are helpful.
- Strong leadership qualities including clear and concise communication to convey our goals and vision clearly and hold teams accountable for delivery.

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- A solid background in operations management (at least 3 – 5 years). So not only will you be financially and commercially astute, and know operations inside out, you'll also understand the impact they have on your business partners - Finance, HR, and Marketing.
- An impressive record of delivering to targets, you'll be comfortable working collaboratively with, and as an integral part of our Senior Leadership Team.
- An eye for detail, high standards and a focus on results are all essential.

Job Dimensions	
Immediate Superior	General Manager / Divisional Director
Immediate Subordinates	Manager - Operations

**To Apply Please email your CV and Covering letter to [maitha.alharmoudi@legoland.ae](mailto:maitha.alharmoudi@legoland.ae)**

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