

## **Head of Experiences**

### **Position Description**

**Role:** Full-time

**Reports to:** General Manager

Reporting to the General Manager, the Head of Experiences is responsible for delivering world-class guest experiences across key park attractions including the Zipline, The Rush, Sightseeing, Guided Walking Tours, and future attractions. This role combines strategic leadership with operational oversight, ensuring each attraction achieves commercial goals, maintains the highest safety standards, and delivers memorable, story-driven customer experiences.

The Experience Manager is a passionate, customer-focused leader who works cross-functionally to develop and implement creative marketing initiatives, robust operational systems, and outstanding guest service delivery.

### **Duties**

#### **Leadership and Team Development**

- Lead the teams responsible for Zipline, The Rush, Sightseeing, and Guided Tours, fostering a culture of excellence, safety, and engagement.
- Support and empower supervisors and front-line staff through training, mentoring, and performance reviews.
- Champion a culture of storytelling and brand-aligned guest interaction.
- Ensure the Experience Team is adequately resourced, scheduled, and trained.

#### **Attraction Performance & Financial Oversight**

- Own the Profit & Loss responsibility for each assigned attraction. Delivering to budget and achieving EBITDA goals
- Develop and manage budgets, control costs, and drive revenue growth through upselling, ticketing strategies, and guest spend.
- Monitor performance against KPIs, analyze variances, and implement corrective actions where necessary.

#### **Guest Experience and Storytelling**

- Ensure each attraction offers a consistent, high-quality, immersive guest experience.
- Develop and embed storytelling frameworks that align with the Park's brand and values.
- Collect and act on guest feedback to continuously improve the experience offering.

#### **Health & Safety and Compliance**

- Ensure all attractions operate safely and comply with relevant Health & Safety standards.
- Implement and maintain SOPs, risk assessments, and safety audits.
- Work closely with the Health & Safety Manager to hold monthly reviews and respond to incidents or concerns promptly.

#### **Sales, Marketing & Product Development**

- Work closely with the General Manager to drive sales for each of our experiences
- Collaborate with the Marketing team to design and deliver compelling promotional campaigns for attractions.
- Assist in the development and launch of new products, tours, or seasonal activations.
- Create compelling visitor journeys and value-added experiences to drive repeat visitation and brand loyalty.

#### **Operational Readiness**

- Monitor day-to-day operations across all attractions to ensure readiness, quality, and efficiency.
- Maintain equipment and facilities associated with the attractions, ensuring timely repairs and replacements.
- Ensure all operational and guest service procedures are documented, current, and adhered to.

#### **Stakeholder Engagement**

- Liaise with external vendors and contractors relating to guest attractions.
- Work with local tourism partners and operators to increase visitation and enhance the guest experience offering.

#### **Team Collaboration and Support**

- Work closely with the General Manager and wider leadership team to align experience delivery with overall park strategy.
- Present and report to the Board on a 6 monthly basis
- Act as Park Duty Manager as required, providing confident leadership during peak times or in emergency situations.

#### **REQUIREMENTS**

- Minimum 5 years experience in a similar guest experience, tourism, or attractions leadership role.
- Proven ability to manage P&L, meet sales and profit targets, and lead revenue-driving initiatives.
- Strong storytelling skills and an understanding of brand-driven experience delivery.

- Strong understanding of workplace Health & Safety and compliance practices.
- Excellent interpersonal, leadership, and communication skills.
- Experience in managing diverse teams in a dynamic environment.
- First Aid certified.
- Valid NZ Driver's License.
- Legal right to work in New Zealand.
- Willingness to work weekends, public holidays, and occasional evenings.