



Job Description

Director of Experience: Monopoly Lifesized



Who we are:

The Path Entertainment Group is dedicated to creating world-class experiences. We will achieve this by: Bringing first class live experience makers with world class renowned brands and IP to create dynamic and enthralling location-based entertainment. The Path Entertainment Group has a strong desire to disrupt and find strong audience base for popular culture led experiences. We are a company with people and rich skills in producing, creative development, venue and space management and design, marketing, press and comms all under one roof. UK made – internationally focused, catering for the worldwide market. We are not an immersive production house, nor tied to the linear rules of promenade or walk-through theatre. The primary aspect of our experiences that bands them together is they are always participatory, based on existing characters or trademarks and have gameplay built into the fabric of the experience, materially affecting the narrative through line and conclusion for the participant.



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| Job Title: | Director of Experience |
| Responsible to: | Operations Director |
| Place of Work: | Based at Monopoly Lifesized, Tottenham Court Road, London |
| Salary: | £55K - £60K, depending on experience |
| Hours of work: | 40 hours a week, including some weekends – Full time role |
| Additional Hours: | To be agreed in advance including attending meetings, rehearsals, conferences, seminars, overseas travel and show watches |
| Pension | Company Pension Scheme available |
| Probation | 3 months |

Overview

We are seeking a highly experienced and visionary Director of Experience to join us, to provide exceptional leadership in managing the flagship Monopoly Lifesized experience and maintain quality, management and operations across the attraction.

Monopoly Lifesized is the debut attraction from major new experience led business The Path Entertainment Group and marks the beginning of a strategic relationship between Hasbro and The Path Entertainment Group on major IP and debuting new attractions in London for worldwide rollout.

This is an exciting opportunity for a brilliant individual to join our growing and ambitious organisation in a pivotal role overseeing the operations of a major London attraction. The Director of Experience will be supported by a skilled, dynamic and committed team.

Key Responsibilities

The Director of Experience's role is to oversee the operation and maintain excellence at Monopoly Lifesized as a major attraction in the capital, with an ongoing remit to work with the senior management team on plans to develop and rollout Monopoly at multiple sites across the UK and internationally.



The successful candidate will line manage the attraction team, ensuring all departments are working efficiently, on time and in budget. The role requires the Director of Experience to be visible and to develop and maintain working relationships with all key departments including Game, Retail, Food and Beverage, Building and Event Management.

The role requires strong operational skills, problem solving and an excellent understanding of how to facilitate strong communication and collaboration across a large team across different experience aspects.

The Director of Experience will be passionate, direct and ambitious and will cope with challenging situations calmly and clearly. They will lead by exceptional example and inspire and encourage excellent standards in others, providing leadership, inspiration and motivation for the team.

Management

- To lead, motivate and manage the Monopoly Lifesized team to ensure delivery of a first-class experience and deliver the vision set out by the directors.
- To own that vision and its deliverables demonstrated through own credibility.
- Executive oversight of Monopoly Lifesized, accountable for planning, budgeting and process improvements, delivered through a high performing team.
- Responsible for coaching and development of team members including appraisals, HR and disciplinary procedures when required.
- Checking/evaluating all activities, performances and events and responses of patrons. Ensure good time keeping of performances plus quality of F&B and retail delivery.
- Working closely with F&B, Game and retail team, ensure excellence in execution across the experience and ensure compliance of all procedures with good operating practice within company regulations.
- Work with Brand License Manager to ensure all approvals and compliance processes are adhered to in line with brand license partners.
- Manage efficient working, and instigate strong working practises to ensure fast, effective management across the branches of the experience.
- Drive a continuous review and improvement process to ensure maintenance of standard.
- Lead by example, report all accidents, near miss incidents and work-related ill health, follow safety rules and procedures, complete necessary training and promote a safe working environment.



Communications

- Arrange and lead meetings with Team Heads (i.e. F&B General Manager, Event Manager, Production Manager). Schedule and chair weekly full team meetings. Attend all on-board HOD meetings.
- Prepare and issue weekly operation reports, financial narrative and quarterly strategic reports to directors.
- Attend weekly brand partner meetings with key IP and license holders to report and ensure quality control and compliance against license agreement.
- Interrogate and improve communication lines between different experience departments to ensure all teams are working towards a set of mutual aims that go across the entire experience.

Revenue and Sales

- Alongside the marketing team, develop marketing strategy to drive awareness of offer and support execution across the experience.
- Manage department leaders to maximise revenue opportunities, motivate team with clear sales KPIs and company financial targets are hit within the experience.
- Ensure entertainment and patron flow supports and maximises revenue opportunities including co-ordination of cross department upsell and revenue opportunities.
- Attend weekly marketing and communication meetings and work with the wider communications team and maximising sales, revenue and ensuring targets are being met across each revenue driver.
- Working closely with the organisation's Director of Finance and production accountants to report against budgets and to have a painstaking eye for financial detail to ensure experience is run with control and P&L is well communicated - whilst achieving excellence in quality.
- Maintain an accurate P&L across the experience and update the CEO and Finance Director weekly on relevant movements that may impact the financial health of each show.

Customer Care

- Develop a customer experience strategy and ensure tight delivery across the experience.
- Work with F&B, Retail and Game management to ensure customer-centricity in their respective departmental work and help them deliver in accordance with the overall customer experience strategy.
- Encourage problem-solving, strategic thinking and customer-orientation amongst the team.



- Advocate for changes in other departments' ways of working and cross functionally collaborate with teams to implement a change, if required for the improvement of overall customer experience.
- Measure and track delivery ROI on identified transformation opportunities for customer experience along with driving continuous process improvement culture across customer experience.
- Interact at executive/senior management level, proactively advocating for solutions and managing the customer escalation process.

Relationship

- Attend key launch events, brand days, press opportunities and experience specific events as the overall representative of the experience.
- Represent Monopoly Lifesized, and its ongoing placement in the market at key sector events and conferences in retail, leisure and live entertainment.
- Develop and maintain relationships with personnel and key industry leaders in live entertainment sector to ensure quality skills development opportunities aren't missed.

Rollout

- Manage strategic oversight of The Path Entertainment Group Entertainment rollout plans for Monopoly Lifesized.
- Lead research and development work for opportunities in new territories for the experience to rollout, including identification of strategic partners, contract negotiations and implementation management.
- Work with international licensing partners to replicate and produce further sites for the experience – ensuring quality and experience expectations are upheld across multiple territories.
- Work with licensing team to implement leadership, skill and training to allow multiple Monopoly Lifesized sites both domestically and internationally.
- Work with Executive Producer on up front budgetary and personnel planning to be able to support smooth and efficient operation of further sites for the experience.

The above is not a definitive list and the Director of Experience should expect to perform any other duties requested in order to facilitate the expansion of the Business.



Person Specification

Experience

Essential

- 5 years proven experience of managing a large team in the retail, leisure or attractions sectors.
- A creative and innovative leader with best-in-class experience in developing people and processes to achieve a first class experience.
- The understanding and experience of operating within a multi departmental environment
- Operated within a commercial environment, managing costs and driving revenue through a live experience business.
- Proven ability to take the initiative and lead teams under pressure.
- Ability to manage multiple priorities and meet deadlines.
- Advanced experience in negotiating and contracting.
- Experience of managing partnerships and building relationships.
- Strong written and verbal communication skills.
- Strong financial management skills.
- Strong experience in dealing with change and dynamic challenges.
- Excellent IT skills.
- A commitment to detail.
- Commitment to diversity and inclusion.

Preferred

- Experience in attraction, immersive or theatre.
- Basic Knowledge of employment law.
- Experience of working in multiple territories.
- A passion for training and developing others.

Skills

Essential

- An unrelenting focus on brand quality and the ability to align entertainment to it.
- A constant focus on and interest in market trends and therefore opportunities to further develop and improve the experience.
- Well-developed leadership, management and influencing skills.
- A creative approach but with a very strong handle on the commercials and understanding of the need to design and develop concepts that generate incremental revenue.
- Strong leadership skills with the ability to drive initiatives in a multi-faceted business where working cross-functionally is key.



- Team worker, able to delegate and take control, and listen to and value others' contributions.

Personal Qualities

- Passion for the live entertainment and other forms of live media.
- Willingness to travel both in the UK and overseas, when necessary.
- Commitment to high quality product.
- Ability to work collaboratively and independently.
- Commitment to managing a busy and sometimes conflicting work schedule.
- Ability to remain calm in the face of difficult and high-pressure situations.
- Ability to manage challenging personalities and avoid confrontation.
- Commitment to The Path Entertainment Group's policy of equal opportunity and the ability to work harmoniously with colleagues of all cultures and backgrounds.
- Ability to make quick, effective decisions whilst assessing creative and financial circumstances.
- A flexible and positive outlook to life and work.

Equal Opportunities

The Path Entertainment Group will not discriminate on the basis of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion in the engagement of personnel.

How to apply

Please send your CV and covering letter to jobs@pathents.com. Please make sure you include the job position in the subject. The deadline for this position is 24th October 2021.