

Continuum JOB SPECIFICATION

Chaucer Costumed Character

Job Title:	Chaucer Costumed Character
Location:	The Canterbury Tales, Canterbury
Reports to:	Duty Manager
Accountable to:	General Manager Duty Manager
Job Function:	Work with colleagues to ensure the commercial success of The Canterbury Tales

KEY RESPONSIBILITIES:

1. Deliver memorable and enjoyable experiences for all guests through costumed character performance.
2. Demonstrate only the highest standards of customer service.
3. Contribute to the commercial success of the attraction by promoting the attraction to prospective guests.
4. Capitalise on all opportunities for retail sales through guidebook sales, up-selling and event retail offers.
5. Ensure that all Processes and Policies are adhered to at all times including those concerned with health and safety and cash handling.
6. Carry out all tasks given by the The Canterbury Tales management team.
7. Maintain the overall presentation of the facility and associated accessories (Street Cart etc).
8. Actively promote ticket sales both inside the attraction and at external locations (including street marketing).

DUTIES

Team

- The role of Costumed Character encompasses the following duties and it will be expected that all are carried competently; Admissions, Retail, Character Performance and Street Promotions.

- Maintain a high level of personal hygiene and presentation within the work place at all times.
- Ensure uniform/costume is maintained to a high standard of care and cleanliness.
- Embrace the idea of 'the team' and actively work to ensure the success of the attraction.
- Undertake any other reasonable task as required by the Management team.

Performance

- Confidently sell the attraction experience during every guest interaction including active promotion of guidebook and merchandise to guests.
- With a conscientious attitude, follow the script given and be open to receiving feedback from the management team.
- Ensure your performance is entertaining, sympathetic to the subject, and suitable for all ages of audience.
- Follow the uniform guidelines at all times in keeping with the requirements of any costume.
- Promote The Canterbury Tales by distributing leaflets and marketing materials to individuals both inside and outside the attraction.
- Ensure you are always punctual and that you are in costume and ready to start working at the time your shift starts.
- Maintain the confidentiality of The Continuum Group and The Canterbury Tales' internal communications, records and commercially sensitive information.

Guest

- Ensure the highest standards of presentation are maintained throughout the facility at all times.
- Ensure that all guests and potential guests to The Canterbury Tales receive the highest level of customer service at all times.
- Be courteous to guests at all times.
- Carry out all roles with a professional manner at all times.
- Communicate with the visitors clearly in accordance with the developed script whilst adhering to the critical timings.
- Exhibit an exuberant stage presence throughout every interactive experience, commanding your audience confidently and effectively.

- Ensure that all guests leave having had a positive and memorable visitor experience and encourage them to leave feedback.
- Clean and keep ones workplace in order and to appropriate Health & Safety standards at all times.
- Observe and report to the Duty Manager immediately any incidents which may affect the presentation, other employees or guests of The Canterbury Tales.
- Attend all mandatory training sessions aimed at improving / reinforcing knowledge and understanding of the role. Training to include but not limited to: World Host qualification, Guest Service Charter, Tour presentation and content, Product knowledge, cash handling, merchandising, stock controls and rotation, customer care, sales techniques, health and safety.

Growth

- Promote the virtues of the attraction whenever possible.
- Contribute to improving the methods and procedures used for all tours in accordance with the operations management.
- Add creative input to the development of the attraction and events it hosts.
- Be willing to work occasional evenings to deliver events both public and private hire.
- Recommend other attractions within the Continuum Leading Attractions group to guests before they leave the attraction.