



Experience Manager

Reports to:	Attractions Assistant Manager
Location:	Miramar, Wellington
Special Requirements:	Flexible availability, including weekends and holidays

Role Purpose

The Experience Manager oversees the end-to-end delivery of exceptional guest experiences at one of Wētā Workshop's immersive tourism facilities. This role blends hands-on leadership with operational oversight, guest engagement, commercial acumen and a drive for continual improvement.

The role is responsible for supervising and working collaboratively across teams to ensure the experience reflects Wētā Workshop's world-class standards of storytelling, creativity, and care. This role will also contribute to strategic goals, support sustainable practices, and help champion our inclusive, values-driven culture.

Key Accountabilities & Outcomes

People Leadership

- Lead, coach, and support Crew
- Build a team culture of creativity, feedback, and trust through open communication and lived values.
- Support onboarding, training, and development for all delivery staff.
- Set clear goals and expectations, and celebrate achievement and initiative.
- Facilitate regular briefings, one-on-ones, proactive performance management and professional development.
- Role-model kindness, safety, and a commitment to learning.

Guest Experience Leadership

- Champion high-quality guest experiences across all aspects of the attraction.
- Actively review and respond to guest feedback (e.g. surveys, reviews) to inform continuous improvement.
- Lead from the floor, engage with guests directly, model excellent service, and coach others.
- Maintain and enhance quality assurance across all experience zones.
- Drive attention to detail and experiential consistency across tours, entry, exits, and transitional spaces.
- Identify and implement enhancements to tours and storytelling through contemporary, creative methods.
- Support a safe, inclusive, and accessible guest environment.

Operational Oversight

- Develop and oversee daily run sheets, rosters, tour scheduling, and host planning.
- Support the management of the Labour budget, ensuring demand is met and budgets are achieved through careful planning.
- Continually strive to meet guest demand through planning and real time adjustments to tour departures
- Serve as the onsite expert for booking/scheduling tools (e.g. Customlinc).
- Manage emergency cover and same-day adjustments to ensure seamless guest delivery.
- Ensure adherence to Health and Safety policies, daily checklists, and incident reporting.

- Monitor operational efficiency and suggest improvements where needed.

Strategic & Commercial Contribution

- Contribute to strategic discussions around tourism performance, experience design, and guest engagement.
- Monitor and report on KPIs including guest satisfaction, retail/tour conversions, and team engagement.
- Lead or contribute to planning and implementation of tactical sales and experience initiatives.
- Work closely with the Tourism Events & Revenue teams to meet and exceed performance targets.
- Support in reviewing existing and developing new products and experiences.
- Support implementation of sustainable practices within the operation.

Digital Engagement & Systems

- Ensure accurate use of tour and booking systems, and champion data integrity.
- Support integration of digital tools (e.g. CRM, feedback, scheduling software) into daily practice.
- Identify digital touchpoints that could enhance visitor experience or team efficiency.

Cross-Department Collaboration

- Act as the operational link between Wellington and Auckland tourism operations
- Partner with marketing, retail, and customer service teams to align messaging and delivery.
- Communicate clearly with internal stakeholders to ensure smooth coordination of tours and events.
- Support promotional activations, media visits, and familiarisation tours.

Event Support and Coordination

- Liaise with event organisers to deliver smooth, professional event experiences.
- Manage onsite logistics for event bookings, pricing, and health and safety compliance.
- Host site visits, support proposal development, and act as a point of contact for event planners.
- Ensure accurate reporting of revenue, guest numbers, and post-event feedback.

Health, Safety, and Well-being

- Follows all health, safety, and well-being rules, procedures, and instructions. Takes reasonable care to look after their own H&S at work and the H&S of others.
- Champions excellent health, safety and wellbeing practices.

Qualifications & Experience

- 3+ years in a supervisory or leadership role.
- Experience in tourism, attractions, events, or hospitality delivery.
- Understanding of accessibility and inclusivity in guest experiences.

Skills & Competencies

- Excellent interpersonal, coaching, and problem-solving skills.
- Organised and confident managing schedules, systems, and frontline issues.
- Tech-savvy with booking/scheduling systems (e.g. Customlinc or similar).
- Interest in film, pop culture, or creative storytelling is a plus.

Key Working Relationships

Internal

- Tourism Leadership Team
- Supervisors and Hosts
- Retail & Customer Services Teams

External

- Guests and visitors
- Event organisers and PCOs
- Trade and tourism partners

People Management

As a leader of others:

- Builds the 'big picture' by championing Wētā Workshop's philosophy, values, and strategic initiatives;
- Makes things happen by establishing team goals, processes, and role clarity, taking action that's in the best interests of the company;
- Creates awesome teams by building trust and a safe environment to learn, create, and contribute freely.

Change to Job Description

Completed on: 1/07/2025 Review Date: 1/07/2026