



## **Job Description**

**Position:** Director of Revenue & Guest Experience

**Reports to:** General Manager (GM)

**Oversees:** Revenue Department

**Job Classification:** Exempt, full-time, year-round

**EPIC Waters and ARM-EPIC, LLC requires 100% commitment from every associate to uphold our core values and mission. Regardless of your position or role, you must display “over the top” hospitality to guests and fellow team members that goes beyond standard expectations. You must act with integrity, deliver a quality performance, be a positive influence on your team, act disciplined and professional, have accountability and ownership for your role, and work with a smile.**

### **Job Scope/Summary:**

The Director of Revenue & Guest Experience is responsible for leading all revenue-generating operations and front-facing guest service functions at Epic Waters. This role oversees Guest Services, Ticketing, Retail, Arcade, Food & Beverage, and Birthday/Group Experiences, ensuring every guest interaction drives satisfaction, loyalty, and revenue growth.

This role blends guest-first leadership with a strong, analytical revenue mindset. The Director will set yield strategies, pricing, promotions, and operational standards that maximize revenue, manage costs, and enhance the overall guest experience. As a member of the Executive Team, this leader partners closely with Sales, Marketing, Operations, and City/Corporate stakeholders to achieve financial and experiential goals.

### **Essential Responsibilities and Function:**

#### **Revenue Strategy & Yield Management**

- Lead all revenue, pricing, and yield management strategies across all Epic Waters departments.
- Develop, analyze, and adjust pricing structures, promotions, and package offerings based on demand, seasonality, and performance trends.
- Facilitate weekly, monthly, and YTD revenue performance reviews, including forecasting and variance analysis.
- Balance revenue maximization with guest experience, ensuring value perception remains strong.
- Monitor performance of all ticket types, packages, discounts, loyalty programs, and special offers.



- Monitor pricing strategies of key market competitors and comparable properties within the industry. Regularly gather and analyze pricing data to inform and optimize our own pricing strategy.

### **Guest Experience & Service Leadership**

- Champion a guest-first culture, ensuring service excellence across all touchpoints.
- Align revenue initiatives with guest satisfaction, repeat visitation, and brand reputation.
- Partner with Operational leaders to ensure service delivery supports revenue objectives.
- Identify opportunities to enhance guest flow, upsell, cross-sell, and premium experiences.
- Foster strong collaboration with department heads to drive accountability and shared financial goals.
- Conduct structured yield and revenue meetings with actionable insights and clear outcomes.

### **Sales, Marketing & Promotions**

- Become a trusted partner, and work closely with Sales & Marketing to create, develop, launch, and evaluate promotional strategies, group offerings, events, packages, and revenue-driving campaigns.”
- Support group sales, birthdays, and special events with pricing strategies that optimize margins and guest value.

### **Financial & Strategic Oversight**

- Monitor departmental profitability; identify opportunities to improve margins and control costs.
- Contribute to annual budgets, ramp-up projections, and long-range financial planning.
- Participate in corporate and regional revenue initiatives and industry benchmarking.
- Stay current on industry trends through ongoing education and professional development.

### **Position Specific Requirements- Knowledge, Skills, and Abilities:**

- Bachelor’s Degree from an accredited institution plus a minimum of two (2) years of experience in revenue management, hospitality, or a related environment; supervisory experience strongly preferred.
- Proven ability to develop and execute yield, pricing, and revenue optimization strategies.
- Strong analytical capabilities with the ability to interpret financial, operational, and market data.
- High proficiency with POS systems, inventory management platforms, and reporting tools.
- Exceptional communication skills with the ability to influence stakeholders at all levels.
- Demonstrated passion for guest service paired with a results-driven, revenue-focused mindset.
- Comfortable leading cross-functional teams in a fast-paced, high-volume environment.



**Safety & Emergency Awareness:**

- Employee has a thorough understanding of all emergency plans, safety, and operating procedure standards, particularly regarding guest handling and service during emergencies
- Employee must follow all procedures and immediately report any incidents or injuries to Supervisors, Directors, or Managers on Duty (MODs)

**Physical, Schedule and Work Requirements**

- Ability to stand, walk, and move for extended periods
- Comfortable working indoors in warm, active environments
- Ability to lift, carry, or move light equipment as needed
- Must have the availability work during normal operating hours of the waterpark.
- Must work weekends and holidays as needed, with minimal requests for extended periods of time off, especially during peak season. Any prior commitments must be discussed before start date.
- This position will require the ability to work extensively with computer programs to track and update statistics and data. Must be able to think analytically with precision.

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**Please note:** This job description serves as a guide for new associates to understand their role and what is necessary to fulfill the responsibilities of this position. It is not a complete list of every task that may be required in this job role. Job tasks may change from time to time, with or without notice, at the discretion of Epic Waters and ARM-EPIC, LLC.

I have read and understand the content contained in this job description and have addressed all questions or concerns related to the requirements of this position.

Associate Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Management: \_\_\_\_\_ Date: \_\_\_\_\_

Epic Waters and ARM-EPIC, LLC offer Equal Employment Opportunity to all applicants and employed associates without regard to race, color, religion, gender, sexual orientation or preference, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Selection is based on the candidates whose background and qualifications best match the knowledge, skills and abilities expected for the position as determined by the hiring manager.