



Standard Procedures Manual ©

ENTERTAINMENT

MULTIMEDIA MANAGER

POSITION DESCRIPTION

50934

Prepared by Hotel Operations	Approved by Product Development, GVA	Reviewed by Crew Director, CM UK	Authorized by President & MD, CM UK	For use on MR/SE Class ships	Original File May 2, 2017	Revision No Mar 26, 2019	Page 1 of 3
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<b>TITLE</b>	<b>MULTIMEDIA MANAGER</b>
<b>Rank</b>	1 <sup>st</sup> Purser
<b>Department</b>	Hotel
<b>Main Function</b>	In support of the <i>MSC Smart Ships Program</i> , the Multimedia Manager oversees a variety of digital messaging and programming on numerous display platforms.
<b>Reports to</b>	Cruise Director on board - Corporate Multimedia Manager shore-side
<i>Subordinates</i>	<i>Smart Ship Technicians</i>
<b>POSITION BASICS</b>	The <i>Multimedia Manager</i> is responsible for owning all onboard operations and the overall organization and coordination of collecting, staging, and publishing all guest facing display content.  He/She is the <i>direct Point of Contact</i> for Corporate Multimedia Manager, Hotel Operations, Marketing, Marketing Communication, Hotel Director/Cruise Director, Program Hostess,, Information Technology, International Hostess, Guest Relation Manager, GSA, Entertainment Department Shore-side
<b>REQUIREMENTS</b>	
<i>Certificates &amp; VISA</i>	BST, STCW 95 and all other certification in force at the time of your contract Visas and entry documentation for countries and regions in which the ship will operate
<i>Health</i>	Validated current documentation certifying the health and fitness of the applicant meets fundamental requirements of seagoing personnel on basis of assigned office and verifying all sanitary precautions have been taken against diseases that may be endemic to the cruising area.
<i>Safety &amp; Discipline</i>	<i>The applicant is required to:</i> Know, understand, and implement the Mission Statement of the Company. Read, understand and comply with the Crew regulations and all requirements relating to the position. Take part as required in all emergency drills and emergency duties. Wear the prescribed uniform and name badge as per SP.
<i>Language</i>	Ability to read and write English fluently (C1) Preferred: ability to speak additional languages such as Italian, Spanish, French, or German
<i>Experience</i>	Preferred: Prior onboard operational experience Previous experience operating a networked multi-device platform (digital signage, mobile, TV, smart speaker) Previous experience with communications management, content management, and publishing processes
<i>Educational preference</i>	5+ years of experience in similar role Bachelor's or Master's degree, preferably in a related field (multimedia communications or technology)
<i>Abilities &amp; qualifications</i>	<ul style="list-style-type: none"> <li>• Strong communication, organization, and coordination skills</li> <li>• Ability to positively manage direct reports</li> <li>• Excellent attention to detail</li> <li>• Strong understanding of different file formats and compression and intermediate skills in graphics programs such as Photoshop, After Affects, Illustrator, etc.</li> <li>• Knowledge of computer networking and general IT literacy with a general understanding of Local Area Networks, and IT systems and architectures</li> <li>• Teaching and coaching skills</li> </ul>

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**RESPONSIBILITIES**

**Oversight of Weekly/Daily Staging, Scheduling, and Publishing**

- Responsible for adopting and managing existing publishing workflows of either real-time or prescheduled content to all platforms (Passive and Interactive Digital Signage, Mobile Devices, In-Room TV, Large Display and Experiential Technology, In-Room Smart Speaker)
- Coordination with corporate Multimedia Director and Marketing team, shore-side, for content updates
- Manage Escalations: Urgent updates, time sensitive modifications, changing conditions, safety updates, "Daily Program" updates

**Troubleshooting & Quality Assurance**

- Acts as last mile of quality control and validation for all guest facing technology
- First point of contact for all escalation and troubleshooting of any incorrect content or outages or other issues
- Conduct quality assurance of all copy, images, and video assets

**Contribute to Change Management Processes Via Ongoing Feedback**

- Receive and recommend workflow, content and messaging enhancements
- Provide technology recommendations and enhancements (*i.e. software improvements/bug fixing*)
- Ensure the setup of all Zoe VPCA speakers in all cabins
- Contribute to the update of Zoe VPCA knowledge, reporting all lacking information in the Questions and Answers database to the Shoreside manager in GVA

**General Daily Tasks**

- Schedule & manage content for ship wide digital signs and mobile applications
- Maintain library of content for all technology systems and platforms
- Assign privileges to designated users
- Train designated users on system
- Maintain brand standards and content integrity for all platforms
- Update & replace old and expired content as needed
- Create new message templates as needed
- Approve and publish new messages created by designated users
- Work closely with Marketing on the creation and use of media required for all platforms
- Ensure the "Daily Program" schedule is updated & published
- Troubleshoot all problems on any given systems or platforms
- Work with user groups to order replacement players or screens
- Work with IT department on system network maintenance
- Work with IT department to maintain database of all signs, locations, IP addresses, date of install, error logs, maintenance issues
- Monitor the status of all Zoe VPCA speakers onboard and organize the maintenance and substitution plan of all malfunctioning devices
- Monitor IssuTrax tickets opened everyday by other crew members and supervise the maintenance of all devices on the ship
- Manage the Info Point for MSCforMe and provide guest complaints/reports to CBI offices ashore using dedicated forms

**Key Responsibilities**

Multi-Stakeholder Client-Facing Manager – Direct Point of Contact

- Clients include: Corporate Multimedia Manager, Hotel Operations, Marketing, Marketing Communication, Hotel Director/Cruise Director, Program Hostess, Information Technology, International Hostess, Receptionists, Guest Relations Manager, Entertainment Department shore side

Oversight of Weekly/Daily Staging, Scheduling, and Publishing

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- Responsible for adopting and managing existing publishing workflows of either real-time or prescheduled content to all platforms (i.e., Passive and Interactive Digital Signage, Mobile Devices, In-Room TV, Large Display and Experiential Technology)
  - Coordinate with corporate Multimedia Director and Marketing team, shore side, for content updates
  - Manage Escalations: Urgent updates, time sensitive modifications, any changes in conditions, safety updates, and "Daily Program" updates
- Troubleshooting & Quality Assurance
- Acts as last mile of quality control and validation for all guest facing technology
  - First point of contact for all escalation and troubleshooting of any incorrect content, system outages or any other issues that may come up
  - Conduct quality assurance of all copy, images, and video assets
- Contribute to Change Management Processes Via Ongoing Feedback
- Receive and recommend workflow, content and messaging enhancements
  - Provide technology recommendations and enhancements (i.e. software improvements/bug fixing)
- Accountable for "MSC for ME" Operations Onboard
- Content expert on MSC for Me program including main features available on the ship, digital channels, NFC devices, etc.
  - Coordinate the overall activities onboard to promote the MSC for Me program, including but not limited to MSC for Me promo corner, contests, assistance to guests, etc.
  - Execute regular refresh trainings to ensure crew members are always informed and updated on the latest available features
  - Act as subject matter expert of the *MSC for Me*, being the focal point for any request of support, and escalate any specific technical issues to relevant departments onboard (i.e., IT)
  - Regularly monitor MSC for Me results via tools provided by shore-side Dept. to ensure transactions and interactions met the established standards
  - Report any critical issues vs. expected behavior to HD and relevant shore-side Dept. (Hotel Ops, CBI, etc.)
  - Monitor any bugs resolution and address the issues to right stakeholder according to the maintenance model and suggest any improvements that would further elevate Guest experience via the digital channels
  - Responsible for guaranteeing the correct version on the application based on the itinerary of the ship, by setting the features on the CMS.
  - Switching the MSC for Me off during the cruises that do not allow guests to access it, for example, whenever the ship is on positioning or charter cruises. The multimedia manager has also to roll back the digital signage from interactive screen to informative screen, and vice versa. When screens are switched to informative, the multimedia team is responsible for sticking the black tape on the sidebar to cover the card reader. When screens are switched to interactive the sticker should be removed.

**Governing Status**

Refer to SOP 06.11.00 Crew Privileges