



Director, Attractions Operations

11.13.23

ABOUT US

B Morrow Operations (BMO) is the attraction and experience operations-focused subsidiary of B Morrow Productions (BMP), a creative and production firm located in the Theme Park Design District of Orlando, Florida. Representing a new methodology of how creative work is developed, we take a collaborative approach between clients and the talents of BMP. Considered an entrepreneurial, fast paced, and creatively driven studio, BMP offers considerable room for personal and professional growth for studio talent. With clients around the globe, in various market sectors including theme parks, zoos, live entertainment, resorts, and educational experiences, the BMP Team always has a wide variety of projects to dive into providing growth and ownership into project development.

BMP was founded on the belief that the best creative output occurs when Talent has a safe, equitable space in which to create. We believe that an inclusionary group of talents will not only create better designs for our Clients, but create designs that represent the full audience that will experience we are designing for. IDEA (inclusion, diversity, equality, and accessibility) guides not only our work output, but also our internal culture. At BMP, your complete, unique, and wonderfully talented self can come to the studio each day (or sometimes work at home) to create, make, and operate amazing spaces and experiences.

BMP is certified by the National LGBT Chamber of Commerce as a Gay-owned Business Enterprise.

YOUR ROLE

As the B Morrow Operations **Director, Attraction Operations**, your primary responsibility is to be the leader of the business unit, having oversight of all creation, production, operation, and fiscal management for internally-produced attractions and experiences developed and operated by B Morrow Productions (BMP).

You are responsible for ensuring the efficient and safe operation of these experiences, which are located nationwide. Additionally, you will play an integral part in the development of self-produced projects and occasionally consult on Client Projects.

In this high-level leadership role, your direct reports will be leaders of varying levels operations managers and event/attraction producers. You'll work closely with them to ensure that B Morrow Operations (BMO) and its attractions/ experiences run smoothly and efficiently. You will also be part of leading a rapid growing business unit of experience operations including development of operational standards, business standards and identification and procurement of operational systems and support entities.

A key responsibility will be the executive-level oversight and operation of BMP's Snow Factory operations at Gaylord Resorts including Orlando and San Antonio. Other projects include BMP's planned self-produced culinary entertainment offering and other smaller operational events throughout the year.



You will also participate in and consult on other BMP attraction development projects including rides, theaters, attractions and other entertainment offerings. You will participate as a member of the concept and design teams, inputting operational requirements, capacity studies, and guest flow. You will integrate with ride vendors, suppliers and other third parties to gain and digest operational data and input to the BMP Design Studio team.

RESPONSIBILITIES

- Accountable for the overall safe operation of attractions and experiences including compliance training, incident reporting, and reviewing ride surveillance.
- Creates standards, procedures and accountability metrics for operations, training and safety. This includes developing/ reviewing and approving all final documents related to operating and training policies and procedures.
- Act as the business unit leader responsible for safety, operations, financial management, cash flow projections and integration into other BMP business units like design and production.
- Manages all aspects of the operation of all attractions and experiences. This includes show quality, guest service standards, team member satisfaction, cleanliness, facility upkeep, safety, training, budgeting, and overseeing hourly team members in addition to directly leading the Management team.
- Responsible for making final decisions in the field regarding guest safety.
- Coordinates the recruitment, hiring and training of management staff. Directly oversees operational staff including Sr. Managers, Managers and operational leads. Ensures management team meets all objectives.
- Manage all third-party ride and attraction supply vendors, permitting verification and consistent operational standard between multiple venues simultaneously.
- Develops overall Annual Operating Budget in conjunction with BMP Executive Leadership Team to prioritize discretionary and capital planning. Develops and adheres to op ex and cap ex budgets and looks for ways to improve overall efficiency of attractions operations.
- Develops Attraction/ Experience-specific Budgets in conjunction with the BMP Producer and Executive Leadership Team.
- Develops reporting systems to capture just-in-time financial data, allowing for analyzation of daily, weekly, monthly, and quarterly financial performance of the core organization as well as Attractions/ Experiences.
- Integrate and participate with BMP Design Studios for attraction and event development including ride vendors, suppliers, capacity management and guest flow analysis.
- Develops reporting systems to capture operational data such as ride operation statistics, downtime reports, Guest Comment/ Satisfaction reports, and ride incident reports, allow Leadership to instantaneously react to the guest experience and establish strategic plans based on observed trends.
- In collaboration with BMP Studio Team, review and provide input on design reviews.
- Performs other duties as assigned.
- ***ALWAYS share the BMP studio spirit with others internal and external***

QUALIFICATIONS

- 6-8 years of experience in an Operations Leadership Role for attractions
- 3+ years of experience in a Leader-of-Leader Role



- Ability to develop budgets and related financial reporting processes
- Technical writing skills
- Proficient in Microsoft Suite
- Organized and detail-oriented
- Guest/Client-facing presence, teamwork, and communication skills
- Self-starter who works well independently
- Be able to climb ladders up to 12' tall
- Use of simple hand tools if needed
- Ability to lift materials up to 50 lbs
- Ability to walk on uneven surfaces, climb stairs, and walk on inclines/ramps
- Ability to stand for long periods of time
- Ability to work in varying cool to hot climates
- Ability to work indoors and outdoors

COMPENSATION PACKAGE

- Full time salary position
- Compensation range \$89,000 - \$105,000
- 401k program eligible with 3% match
- Unlimited PTO program
- Paid Holidays – 8 days
- Paid Wellness Week- 5 days
- Flexible work schedule/ location
- Health insurance program
- Cell phone stipend
- Access to the BMP Talent Experience Fund
- Access to TEA events

ACCOMMODATION

If you require accommodation in completing this application, interviewing, completing any pre-employment testing or otherwise participating in the talent selection process please direct your inquiries to talent@bmorrowproductions.com