

Visitor Experience Assistant Manager

Guinness Storehouse, Dublin

Full Time, Permanent

This role requires evening and some weekend work.

About Us

Located in the heart of St. James's Gate Brewery, the Guinness Storehouse welcomes millions of guests every year. Since our launch in 2000, we've been on an incredible journey of growth and innovation. From our 360-degree panoramic Gravity Bar to our award-winning flagship store and the fascinating Guinness Archive, every corner is filled with immersive guest experiences that tell our rich story.

In our inclusive culture, where we value each other and celebrate different perspectives, you'll be supported to thrive and recognised for your unique contributions, as we unlock a brighter, more exciting future together. If this resonates with you, come join us at the Home of Guinness.

About the Role

As an Assistant Manager, you will play a pivotal role in delivering exceptional guests experiences while driving operational excellence across the Storehouse. Acting as a key member of the Management team, you will lead from the front - motivating teams, optimising performance, and ensuring every guest interaction reflects the premium quality of the Guinness brand.

This is a dynamic, fast-paced role that requires strong leadership presence, sound decision-making, and a passion for hospitality and people.

Key Responsibilities

People Leadership & Team Development

You will inspire, lead, and develop a diverse, multi-functional team, including front-line colleagues. Through effective coaching, performance management, and regular feedback, you will build a high performing, engaged team culture where individuals feel valued, empowered, and motivated to deliver their best. You will actively support talent development and succession planning to ensure long-term team capability.

Operational Excellence & Oversight

You will take ownership of the day-to-day operation of multiple areas within the attraction,

ensuring seamless delivery, efficiency, and full compliance with health, safety, and operational standards. You will proactively identify opportunities for improvement and implement solutions that enhance both performance and the visitor experience.

On-the-Ground Leadership

As a visible and approachable leader, you will maintain a strong presence across the Storehouse - particularly during peak periods. You will support your team in real time, confidently manage challenges, and make informed decisions quickly to ensure a smooth and enjoyable experience for every guest.

Guest Experience & Service Standards

You will champion a culture of excellence, ensuring that every guest interaction meets the highest standards of service. By role modelling best practice and setting clear expectations, you will embed a guest-first mindset across the team and continuously seek ways to elevate the overall experience.

Communication & Cross-Functional Collaboration

You will act as a key communication link between frontline teams and senior management. Through structured briefings, clear messaging, and strong collaboration with other departments (including Retail, Commercial and Archives), you will ensure alignment, consistency, and operational cohesion across the site.

Adaptability & Problem Solving

Operating in a fast-paced and ever-evolving environment, you will demonstrate agility and resilience. You will anticipate challenges, respond proactively to change, and support your team in navigating busy periods or unexpected situations with confidence and professionalism.

Commercial Awareness & Performance

You will contribute to the commercial success of the Storehouse by understanding key performance drivers, including guest flow and operational efficiency. You will use data and insight to inform decisions, identify opportunities for growth, and support the delivery of business targets.

About You

- 3–5+ years' leadership experience in hospitality, retail, or visitor attractions
- Proven ability to lead and develop high-performing teams
- Passion for delivering exceptional customer experiences
- Strong communicator and confident decision-maker

- Thrives in a fast-paced, high-pressure environment
- Proactive, adaptable, and solutions-focused
- Commercially aware with a focus on performance

Working with Us

Join us and you can also expect a highly competitive and flexible rewards and benefits package including:

- Contemporary work life balance policies and wellbeing activities
- Generous holiday allowance
- Lunch allowance
- Product allowance
- Annual merit increase and bonus (performance based)

Celebrating our inclusive and diverse culture is core to Diageo's purpose of "celebrating life every day everywhere". This purpose is inclusive in nature, as it values everybody irrespective of background, disability, religion, gender identity, sexuality or ethnicity.

We know that for our business to thrive and for Diageo to realize its ambition, we depend on having diverse talent with a range of backgrounds, skills and capabilities in each of the 180 countries in which we operate and to reflect our broad consumer base. We view diversity as one of the key enablers that helps our business to grow and our values, purpose and standards set the conditions for us to respect the unique contribution each person brings.

If you have a genuine passion for our craft, our character and consumer experiences, then help us continue the story and build a great career in the process.

Feel inspired? Then this may be the opportunity for you.