



Glasgow 2026 Commonwealth Games – Job Description

Job title:	Senior Manager, Spectator Experience
Division:	Games Experience
Department:	Venue and City Activation
Reports to:	Strategic Advisor – Games Experience
Location:	Glasgow – City Wide Responsibilities

Background to the Glasgow 2026 Commonwealth Games

The journey to Glasgow 2026 starts now – and we want **YOU** to be part of it!

Get ready for a brilliant new era for the Commonwealth Games, blending world-class sport with a sustainable, future-focused vision. In under 300 days, Glasgow will transform into a global hub for sport and culture, welcoming 3,000 athletes from 74 nations, across 11 days of action, fuelled by the city's unstoppable energy and passion.

Glasgow 2026 is set to revolutionise the Games with a bold experience that reflects the city's resilience and innovation. This is more than just an event; it's a movement – a celebration of unity, equality, and sporting excellence. A movement that will not only deliver a world-class sporting experience, but will also create a lasting legacy, maximising social and economic benefits for the city and the Commonwealth.

Joining the Glasgow 2026 team means being part of something extraordinary. This is an opportunity to shape the future of major sporting events, bringing the world together for 11 days of unforgettable competition and culture.

We have an exciting opportunity for a Senior Manager, Spectator Experience to join the Games Experience Division. This is your chance to play a pivotal role in delivering a world-class competition, supporting the planning and delivery of games experience as part of the Commonwealth Games.

The Senior Manager, Spectator Experience, is responsible for designing, coordinating and delivering a world-class experience for all spectators attending the Games. The role ensures that every touchpoint, from arrival in Glasgow, to travel along spectator routes and venue entry, to final departure, reflects the spirit and brand promise of Glasgow 2026. The goal is to create an inclusive, safe and memorable journey that celebrates people and place and encourages participation, leaving visitors with a positive impression of the Games. This role ensures that every spectator—from ticketed attendees to casual city visitors—experiences a safe and seamless journey through the city to venue access points, integrating cultural, community and city-wide activations.



Role Summary / Key Accountabilities

The postholder will be responsible for developing and implementing the Games-Wide Spectator Experience (SPE) strategy in support of the vision for an *Altogether Brilliant Games*. This will involve mapping all key stages of the spectator journey, including arrival, wayfinding, queueing, entry, engagement, and departure - and defining the desired look and feel for each environment aligned with Games and city branding. The role will work collaboratively with Functional Areas across the OC and integrate Spectator Experience with the broader Zone Ex strategy, coordinating with city partners, transport, Police Scotland and venue teams to deliver a seamless and engaging experience.

The postholder will identify and plan key touchpoints along the spectator journey, such as signage, public realm improvements and entertainment activations, while identifying barriers to route suitability and working with partners to address.

In addition, the role will focus on developing essential partnerships within the city to activate opportunities that enhance the Games experience for spectators, residents and city businesses.

Working collaboratively across all functional areas of the Organising Company, the postholder will develop a comprehensive responsibility matrix to ensure shared commitment to the Spectator Experience strategy.

This role requires flexibility, particularly in the lead-up to and during Games Time, with evening and weekend work expected as needed.

Job Responsibilities

Strategic, Stakeholder & Partner Engagement

- Create The Games Spectator Experience Strategy, inclusive across all spectator touchpoints to ensure a consistent experience for people attending the Games.
- Ensure cross functional alignment across internal areas, including Transport, Security, Look, City Integration, Festival - and external stakeholders (Police Scotland, Glasgow City Council, BIDs, Businesses etc).
- Represent Spectator Experience in relevant cross-functional workshops, venue planning sessions and Games-time coordination meetings or appropriate forums.
- Ensure consistent approach from the end-to-end journey for spectators- ticket purchase to event departure point.
- Link closely with the festival working group and lead at Glasgow Life to ensure spectacles and festival programme aligns to the benefit of spectators and visitors of the Games, maximising The Games footprint.



- Working in partnership with the City Operations Integration lead, to ensure engagement with Glasgow City Council and relevant Business Improvement Districts or business communities.
- The employee will align and follow all OC health and safety protocols and procedures.

Operational Delivery

- Lead and deliver the operational plans for movement of spectators from transport hubs to back of venue queue, with understanding on crowd flow, accessibility, services and emergency response in collaboration with relevant teams.
- Ensure optimal Designated Walking Routes are agreed and communicated across stakeholders and internal functional areas.
- Ensure there are no operational or experiential gaps across Designated Walking Route's for each venue, coordinating a positive experience for all.
- Coordinate and ensure that any agreed additional elements, improvement works and city activations are organised and delivered on time and on budget.
- Oversee the implementation of busker programmes, cultural and community activations, spectacles, food and beverage and wayfinding enhancements.
- Support the Commercial FA with opportunities to engage with spectators at points across the city.
- Support a holistic understanding of the spectator experience across the OC, ensuring that all operational elements contribute seamless, safe, and engaging journey for all attendees from arrival to departure.
- Ensure all plans are inclusive, safe, and responsive to the needs of diverse spectator groups.
- Utilise opportunities across the city to maximise the positive experience and transformation during The Games.
- Responsible for the operational readiness for the Spectator Experience functional area, ensuring engagement with the OC readiness and testing process.

Team Leadership

- Manage a small team engaged in Spectator Experience / contractors responsible for delivering the spectator experience across walking routes and city zones.
- Set clear objectives, timelines and deliverables, fostering a collaborative and high-performance culture.
- Ensure plans are integrated across the Organising Company.
- Deliver appropriate training for Spectator Experience workforce or as part of the overall workforce training strategy.



- Working with the appropriate FA, scope and manage Spectator Experience volunteers, if deemed required, across the city footprint.

Games-Time

- Implement the Spectator Experience strategy during the Games.
- Act as the senior point of contact for Spectator Experience during Games-time, ensuring rapid issue resolution and exceptional visitor experience.
- Capture lessons learned and support knowledge share for future events in Glasgow and the Commonwealth.

Knowledge & Experience

The ideal candidate will bring experience working within senior management level roles for spectator experience or services at a multi-sport major event.

Essential key skills and experience

- Previous role in Spectator Experience or Spectator Services.
- Proven experience in large-scale multi-sport operations, ideally within a multi-venue or city-wide context.
- Strong stakeholder management and cross-functional coordination skills.
- Proven expertise of public realm, transport, and crowd management principle understanding.
- Awareness on how to ensure and implement inclusivity, accessibility, sustainability and positive spectator engagement.
- Experience and understanding of cross functional planning within spectators, ensuring integrating planning and service levels.
- Have held a senior leadership role, with responsibility for high level finance and budgeting.
- Demonstrated responsibility for managing workforce and volunteers within a major event delivery model.
- Previous experience creating a programme of activity inclusive of food & beverage, entertainment and sponsor activation.

Desirable attributes

- Experience working with city councils, transport authorities, and business organisations.
- Familiarity with Zone Ex planning and Games-time operations.
- Project management qualification.
- Previous workforce and volunteer training delivery programmes experience.



You should be IT-literate, confident using Microsoft Office as a minimum and Smartsheet's is desirable as the OC project management tool.