

New

Ministry

Arts, Culture and Status of Women

Describe: Basic Job Details

Position

Position Name (30 characters)

Booking Officer

Requested Class

Administrative Support 3

Job Focus

Operations/Program

Supervisory Level

01 - Yes Supervisory

Organizational Structure

Division, Branch/Unit

Heritage, Royal Alberta Museum

Supervisor's Position Name (30 characters)

Head of Learning

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

The Group Bookings Officer is the first point of contact for all museum bookings including school, daycares, summer camps and all learning programs. This role includes the day-to-day supervision of the bookings staff, volunteers and contractors that provide service for group arrivals and bookings. This position is responsible for inputting and managing all booking transactions, collecting revenue (cash and credit), managing cash on site and responding to all booking inquiries in a timely and professional manner. The Group Bookings Officer oversight also includes the management of the ticketing software including database management, record keeping, trouble shooting and training on the bookings module. This position will also oversee volunteer support for the above tasks.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

This position is primarily responsible for delivering an exceptional experience for both teachers and students. This begins with pre-visit engagement, continues with on-site orientation, and includes post-visit follow-up. Core responsibilities include (but are not limited to):

Manage and Enforce Booking Procedures:

- Ensure consistent adherence to established booking procedures in alignment with Government of Alberta (GoA) and Royal Alberta Museum (RAM) policies. Apply a thorough understanding of the procedures and

tools used by admissions staff for relevant activities.

- Process program fees in accordance with protocols set by GoA and the RAM Business Operations team.
- Review and interpret all museum policies that affect front-of-house operations.
- Compile and deliver statistics, revenue reports, and related information to supervisors and stakeholders on a regular and as-needed basis.
- Draft participant communications (e.g., teacher and parent handbooks) that clearly outline program itineraries, rules, drop-off instructions, and other relevant details.
- Comply with GoA Freedom of Information and Protection of Privacy (FOIP) and Payment Card Industry (PCI) standards in handling customer transactions.
- Accurately reconcile all booking and admissions revenue, including pending and deferred transactions.
- Report all group bookings revenue with precision and timeliness.

Deliver Excellent Customer Service

- Create and manage bookings within the ATMS system, ensuring accuracy in program descriptions, pricing, space allocations, and scheduling for school and public programs (e.g., lectures, camps, workshops).
- Monitor and respond to emails directed to the team inbox in a professional and timely manner.
- Maintain a strong understanding of program content to provide informed support to teachers and other participants.
- Troubleshoot complex booking issues while balancing policy compliance, capacity limits, and customer service standards.

Oversee Front-of-House and Group Arrival Facilities

- Maintain a safe, welcoming, and professional environment in the group arrivals lobby and public entrances.
- Conduct daily inspections of the group arrivals desk to ensure cleanliness and organization.
- Promptly report appearance and safety concerns to security, facilities, or maintenance staff.
- Greet every museum visitor warmly and ensure they feel welcomed and prepared to enjoy their visit.
- Stay informed about daily events, operational priorities, marketing initiatives, gallery schedules, and other museum offerings.
- Prepare supplies and equipment to support school group arrivals, lunch periods, and departures.
- Assign rooms, schedule lunches, and coordinate orientation locations for daily and weekly programming.
- Walk through gallery spaces to check in with teachers and students, address concerns, and monitor behavior.
- Reset the Children's Gallery and Natural History interactives to maintain a clean and organized environment.

Supervise Bookings Staff and Volunteers

- Recruit, train, schedule, and supervise staff and volunteers supporting group arrivals.
- Communicate updates and actively solicit feedback to improve operational efficiency.
- Participate in ongoing meetings related to museum policy, learning team procedures, and program development.
- Regularly evaluate and improve booking processes by identifying and recommending enhancements.
- Foster a culture of continuous learning and self-development through leadership by example.
- Ensure all staff and volunteers receive adequate training and support, and are fully informed of GoA Occupational Health & Safety (OH&S) programs and relevant policies.

Problem Solving

Typical problems solved:

Reporting to the Head of Learning, this position will need to conduct troubleshooting of a computerized electronic ticketing system (ATMS). This position is responsible and accountable for ensuring the scheduled schools are booked, charged and welcomed in an efficient and friendly way. Changes or unexpected situations will need to be communicated to the Learning team and other Front of House staff in a timely and efficient way. Primarily working with the public, this position will need to problem solve through listening and responding to their comments or concerns balancing visitor oriented service and operationally possible. Daily interactions with the public, internal and external stakeholders are mostly in

a public area and cannot be anticipated or planned for in advance. Any conflict has the potential to be personal, emotional and escalate quickly. The public is most likely to complain to the Group Bookings Officer about a wide range of issues due to the proximity of the admission desk. Day to day team management may include staffing levels balancing, coaching, internal conflicts resolution.

Types of guidance available for problem solving:

Problems can be referred to supervisor or other team colleagues who are also on shift.

Direct or indirect impacts of decisions:

Decisions made have impacts on Learning team members, other museum staff and the visitors who come to museum.

Key Relationships

Major stakeholders and purpose of interactions:

Director of Engagement and Education - overall direction
 Head of Learning - provides direction to learning programs and sets expectations
 Learning staff - team coworkers and project members
 Curatorial staff - information and content verification as needed
 Front of House staff - day to day interactions to support visitors

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
High School Diploma	Other	Other	

If other, specify:

Early childhood Education, Museum Education, or Recreation.

Job-specific experience, technical competencies, certification and/or training:

High school diploma and 2 years related experience in a shift supervisor role including training, coaching, performance management, mentoring, staff management, cost control, and loss prevention would be an asset.
 Knowledge of ATMS database and/or other ticketing systems would be an asset.
 Knowledge of office procedures and software including Microsoft 365 Apps would be an asset.
 Knowledge of basic accounting skills would be an asset.
 Availability to work weekends and holidays would be an asset.
 Ability to prioritize tasks, to multitask effectively, to perform well under pressure.
 Commitment to teamwork, continuous improvement, and providing the finest in client satisfaction.
 Strong oral and written communication skills; including ability to interact effectively with a range of audiences and communicate complex concepts in user-appropriate language.
 Presentation and facilitation skills would be an asset.
 Competent in Microsoft programs, such as Word, Excel, Outlook, PowerPoint, database and internet skills.
 Bilingual in written and spoken French and English is an asset.

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		
Drive for Results	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Takes and delegates responsibility for outcomes: <ul style="list-style-type: none"> • Uses variety of resources to monitor own performance standards • Acknowledges even indirect responsibility • Commits to what is good for Albertans even if 	The role is required to support operational goals and mandates on a daily basis by promoting a client centered culture. Accurate and timely customer service for clients is a key priority.

		not immediately accepted • Reaches goals consistent with APS direction	
Build Collaborative Environments	○ ○ ● ○ ○	Collaborates across functional areas and proactively addresses conflict: • Encourages broad thinking on projects, and works to eliminate barriers to progress • Facilitates communication and collaboration • Anticipates and reduces conflict at the outset • Credits others and gets talent recognized • Promotes collaboration and commitment	Being the first point of contact for questions on information, the role needs to be well rounded and have a clear understanding of key player roles and responsibilities. Being resourceful is important. At any moment, the role may need to provide support ranging from school teachers to team members, supervisors, and management.
Agility	○ ○ ● ○ ○	Identifies and manages required change and the associated risks: • Identifies alternative approaches and supports others to do the same • Proactively explains impact of changes • Anticipates and mitigates emotions of others • Anticipates obstacles and stays focused on goals • Makes decisions and takes action in uncertain situations and creates a backup plan	This position works in dynamic situations in which a positive outlook, attention to safety and visitor satisfaction is constantly in flow.
Develop Self and Others	○ ○ ● ○ ○	Plans according to career goals and regular development: • Aligns personal goals with career goals • Leverages strengths; attempts stretch goals • Provides feedback and openly discusses team performance • Values team diversity, and supports personal development	The incumbent should seek constant improvement of booking processes and policies, ensuring wise practices are suggested and implemented.