

**TITLE: SEASONAL LEAD INFORMATION OFFICER (WAGE)      CLASSIFICATION: ADMINISTRATIVE SUPPORT 3 (AS3)**

## ORGANIZATIONAL CONTEXT

Regional Operations Branch is the front-line service delivery branch within Parks Division of the department of Forestry and Parks. Regional Operations is responsible for enabling outdoor nature-based recreation across over 200 high-value sites, facilitates approximately 12 million visitors annually, and consists of a peak summer operating season team of over 700 permanent and seasonal staff. The primary focus of the Visitor Services teams is the delivery of safe, high quality, efficient, and responsive services to park visitors intended to enhance the safety and quality of their experiences, deepen their understanding of Alberta's natural & cultural heritage, and foster stewardship for Alberta's parks and protected areas.

The Lead Information Officer (Lead IO) support a team of seasonal Information Officers and has higher level administrative and leadership tasks. This position provides leadership to maintain Park facility operation and the provision of services for Park users including: campground reservations and registration, visitor information, handling inquiries and complaints and where applicable, retail or concession services. The core function on this role is to provide supervision, exceptional front-line customer service through multiple touch-points (in person, phone and online) to assist visitors, deliver information, issues resolution and delivery on the SHOP Alberta Parks service for campgrounds.

Depending on operational complexity of the work unit, the Lead IO supports the delivery of the one or more following services: the campground booth operations and reservation/registration services, visitor centre operations, revenue reconciliation, information services and retail services and concession services.

The Lead Information Officer falls under the following organization:

**MINISTRY: FORESTRY AND PARKS**

**DIVISION: PARKS**

**BRANCH: REGIONAL OPERATIONS**

**WORK UNIT: GEOGRAPHIC REGION/AREA/DISTRICT**

## JOB OVERVIEW

The Lead Information Officer (Lead IO) position reports to the Visitor Services Supervisor (VSS) and leads a team responsible for running daily operations of the park facilities such as registration booths, camp stores, concessions, visitor information centres and gift stores. This position oversees seasonal Information Officer (IOs) staff and day-to-day operations for campground registration, queries and comments related to travel in, and recreational use of Provincial Parks, Recreation Areas, Wildland Parks, Natural Areas and surrounding area.

This position is a front-line customer service role that focuses on higher level administrative and leadership tasks than an Information Officer (IO). The Lead IO is responsible for the supporting seasonal Information Officers who work within the registration booths and/or Visitor Centres in their district. This includes coordinating schedules, assisting with training and providing support, feedback, and mentorship to seasonal staff. Where applicable, the Lead IO may also be responsible for ensuring safe, high quality concession service delivery, which adds to the overall visitor experience.

As a Lead IO, this position is also responsible for daily facility operations including opening and closing procedures, acting as the first point of contact for campers and visitors, providing information about campsites/park facilities/park services, completing campground registrations/check-ins, retail services and inventory management. The Lead IO is responsible for ensuring the proper collection, cash-out procedures, reconciliation and financial reporting of fees and payment transactions collected. This position may require stocking and sales of merchandise and product and services such as firewood, bagged ice, and/or ice-cream sales.

Lead IOs have strong leadership and time management skills, attention to detail and work well under pressure. They must also possess strong conflict resolution skills to manage customer complaints and facilitate feedback.

This positions primary purpose is to lead a team, ensuring that visitors have an overall positive experience by providing excellent customer service, current and effective information delivery and efficient campground check-in services.

## **ACCOUNTABILITIES**

### **Leadership**

- Lead a team of IOs and ensures all deadlines are met.
- Coordinate day-to-day tasks of the team and ensure daily procedures are followed.
- Familiarity and application of all pertinent policies, directives, procedures and protocols and communicate messages, direction and policies to the team.
- Ensure IO team receive appropriate training for business operations, reservation system, and GOA processes.
- Assist supervisor with developing shift schedules and managing IOs' days off.
- Review staff timesheets for accuracy and before submitting to supervisor.
- Provide ongoing support to IOs through regular check-ins on progress, one-on-one training, and leads seasonal performance reviews.
- Maintain open communication with other program areas to ensure visitors' needs are met.
- Create and foster an inclusive, positive work environment for all staff and visitors.

### **Customer & Information Service**

To provide safe, enjoyable, and engaging experiences to park visitors and guided by policies and procedures and applicable provisions of the Provincial Parks Act, the Lead IO ensures customer service standards are met at campground booths and/or park visitor centers).

- Provide exceptional customer service as the first point of contact for day users and overnight campers - greet and welcome all visitors in a friendly, approachable, and professional manner.
- Strong communication skills when working with visitors, staff and coworkers, and an ability to interact in a friendly, informative, diplomatic, adaptable and professional manner.
- Responsible for the provision of information by becoming a park specialist with detailed and accurate knowledge of all park areas in order to assist the public with current, concise and relevant information to parks visitors regarding park facilities, services, conditions (trails, water quality, weather, etc.) activities, tours, mandates, directives, policies, procedures and regulations, natural and cultural histories as well as regional tourism opportunities and services.
- Assists with ensuring public safety by providing pertinent and strategic safety information to visitors through consultation with visitors, raise their awareness of and level of preparedness for potential hazards (i.e. dangerous wildlife) that may be encountered while recreating in the area and thereby prevent public safety incidents from occurring.
- Learn, adhere and ensures IO's have an in-depth knowledge of all pertinent policies, procedures and protocols including campground rules and regulations and GOA directives and advise public of various rules, policies and regulations that apply within a Provincial Park
- Receives, responds and triage visitor/camper issues, complaints, concerns and other feedback in a highly professional and appropriate manner, including deescalating conflicts, supporting IOs and referrals to other appropriate departments as required such as 310-LAND, maintenance, and Park Rangers, and following up on any such actions as required.

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- Communicating and working collectively with other parks program streams (Park Rangers, Maintenance Staff, Visitor Engagement and other Visitor Services Staff) as required to ensure operational and visitors' needs are met.

### **Visitor Services & Facility Operations**

Leading and supporting facility operations through effective opening and closing tasks/procedures, ensuring facility is clean, organized, secure and safe at all times; reporting and tracking maintenance issues immediately. Ensure facility hours of operation are communicated to visitors and open during scheduled hours.

- Acquire solid understanding and ability to use all functions of the AspiraOne system in order to register campers, process changes such campsites and/or check-out dates, cancel reservations, complete check-outs, record reservations and processes payments or refunds using the system.
- Acquire solid understanding and use of StoreManger software for the delivery of retail services and functions to operate cash register and point of sale machine, ensuring floats and cash in/cash outs are accurate and balanced.
- Offer AspiraOne and StoreManager troubleshooting, support and training.
- After troubleshooting, identifies and reports any issues or concerns with the reservation system, tills, POS, equipment, supplies, etc. to supervisor.
- Participate in business operations, including compliance roves, group unit counts, camping fee collection, coin collection, and daily facility cleaning. Responsibilities of duties may vary depending on unit location.
- May be required to assist with collecting of self registration and inputting self registration envelopes the relevant data into AspiraOne and reconciliation forms.
- May conduct retail sales of product which include but not limited to: firewood, bagged ice, food or concession items, and ice cream.
- Where applicable, maintain the retail area(s) through inventory management and control, restocking, re-ordering, visual merchandising, general tidying and the adherence to the cleaning schedules; informing supervisor of any items that are low in stock.
- Where applicable, assist in the research of new retail product.
- Reconcile revenue under the direction of the Supervisor (camping fees, shower coin, retail sales, etc.) completing any corrections or errors (ensuring accuracy) ensuring floats and cash outs are accurate and balanced; may prepare and make bank deposits.
- May include others related duties as assigned per Supervisor.

### **Visitor Engagement - Program & Special Event Support**

- Informs and promotes all visitors of pertinent information regarding interpretive programs and frequently liaises with visitor engagement staff to make sure that information being given is accurate.
- May assist with the planning and delivery of special events and other related activities (i.e. information roves and point duties) under the guidance of the supervisor.
- Where applicable, operate the tour sales/reservation service for park tours, interpretive programs, rental equipment and recreational activities.
- In coordination with the Supervisor, assist in the preparation and distribution of information-based communications such as program advertisements, safety notices, advisories and other materials throughout the park; as well as to outside parks where appropriate i.e. community visitor centres.
- Update park information bulletin board with recent advisories, weather, events, and programs offered in the park.
- Monitor and replace promotional and tourism materials in the facility such as brochures and pamphlets as needed; in coordination with the Supervisor.
- Where applicable, communicate with local visitor centres and community groups to ensure availability of promotional and tourism materials like brochures and pamphlets.

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## Administrative Duties

- Represent Alberta Parks in a professional manner; wearing uniform in accordance to the uniform policy.
- Working knowledge of administrative and financial processes to complete day-to-day sales transactions and cash-out procedures of camping and/or retail sales revenue.
- Review and reconcile camping and retail sales revenue workbook and ensure submission by deadline.
- Organize and review IO timesheets prior to submission date, following up with IOs on any edits that need to occur.
- Where applicable responsible for ensuring that necessary information is provided to visitors before or during their stay using different forms of communication (email, phone, etc.).
- Where applicable, place orders for booth stationary supplies and retail inventory to ensure the proper materials are available.
- Responsible for the recording of statistics for public visitation, demographics, trends, and comments/complaints when required and contribute/create year end or seasonal reports.
- Responsible for lost and found records; ensuring items are tagged and organized in an efficient manner.

## Occupational Health and Safety:

- Become familiar with and apply all pertinent OH&S policies, procedures and protocols in all areas of work.
- Where applicable, adhere to Alberta's food safety laws and requirements of the Food Handlers Certification.
- Record necessary safety, accident or wildlife occurrence information on reports and ensure they are delivered to the appropriate member of staff in a timely manner.
- Learn emergency protocols to provide support to staff in an emergency situation.

## JOB REQUIREMENTS:

### Minimum Education and Experience:

- High School Diploma
- At least 1 year or supervisory or leadership experience and customer service experience
- Customer service experience
- Strong computer skills and proficiency in Microsoft Office (Excel, Word, Outlook, and Publisher)
- Experience in retail and/or cash-handling or administration
- Experience with SHOP Alberta Parks and Campground operations
- Knowledge of Alberta Parks and direct experience with SHOP.Alberta.Parks.ca

### Additional Requirements:

- Valid Class 5 Driver's License
- Valid Driver's Abstract
- Valid First Aid / CPR-C certificate
- Valid Criminal Record Check

### Assets to the role include the following

- English language proficiency
- Ability to work both independently and in a team
- Independent problem solving and adaptability
- Well-developed interpersonal and communication skills
- A passion for engaging customers and providing professional, informative, and diplomatic service to a variety of people
- Outgoing, friendly personality that enjoys working with public in a team atmosphere.
- Knowledge of local tourism, amenities, local flora and fauna
- Available to work evenings, weekends and holidays

## BEHAVIOURAL COMPETENCIES

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- **BUILD COLLABORATIVE ENVIRONMENTS** by leading and contributing to the conditions and environments that allow people to work collaboratively and productively to achieve outcomes, promoting collaboration and commitment, encourage broad thinking on projects, work together to eliminate barriers to progress, and facilitate open and respectful dialogue.
- **CREATIVE PROBLEM SOLVING** by using a wide range of communication techniques to promptly and professionally address issues, breaking down problems into small parts and open to other's perspectives and aware of own ability to assess options and implications in new ways to achieve outcomes and solutions.
- **AGILITY** by anticipating, accessing, and quickly adapting to changing priorities and maintain resilience in time of uncertainty and effectively work in a changing environment, thinking creatively while working in a changing work environment, remaining optimistic, calm and composed in stressful situations to effectively meet diverse visitor needs.
- **DRIVE FOR RESULTS** by knowing what outcomes are important and maximizing resources to achieve results that are aligned with the goals of the organization and maintain ability to champion innovation and display high standards in programs, initiatives and services and pay attention to detail, be proactive, and demonstrate good work ethics.
- **DEVELOP SELF AND OTHERS** by committing to lifelong learning and the desire to invest in the development of the long-term capability of yourself and others.