

**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 and Tourism. 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 Branch is responsible for the delivery of an eclectic range of front-line public services ranging from campground operations to engaging interpretation stage shows.

The Lead Information Officer position oversees the 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's primary purpose is to provide exceptional front-line customer service in person, on the phone and through email to assist visitors, deliver information, problem solving issues and delivery on the Alberta Parks registration service for campgrounds. This front-line customer service role focuses on higher level administrative and leadership tasks, such as scheduling, staff training to cash reconciliation and reporting.

The Lead Information Officer falls under the following organization:

**MINISTRY: FORESTRY AND PARKS AND TOURISM**  
**DIVISION: PARKS**  
**BRANCH: REGIONAL OPERATIONS**  
**WORK UNIT: GEOGRAPHIC REGION/AREA/DISTRICT**

## JOB OVERVIEW

The Lead Information Officer (IO) position reports to the Visitor Services Supervisor (VSS) (identify if other) and supports the leadership of a team responsible for running daily operations of the park facilities such as registration booths, camp stores, concessions, Visitor Centres and gift stores. This position oversees the Information Officer staff and day-to-day operations for campground registration, queries and comments related to travel and recreational use of Provincial Parks, Recreation Areas, Wildland Parks, and surrounding areas.

This position is a front-line customer service role that focuses on higher level administrative and leadership tasks than an Information Officer. The Lead IO is responsible for the supervision of seasonal Information Officers who work within the registration booths 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 is also responsible for ensuring safe, high quality concession and retail service delivery, which adds to the overall visitor experience.

This position is also responsible for the 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, and performing campground checks. Point of sale operations and cash out procedures are also required. The Lead IO also has the responsibility of

|                      |                   |                    |                  |                               |
|----------------------|-------------------|--------------------|------------------|-------------------------------|
| <b>Career Group:</b> | <b>Job Class:</b> | <b>Job Stream:</b> | <b>Occ Code:</b> | <b>Revised Date: Jan 2023</b> |
|                      |                   | Bargaining Unit    | Job Code:        |                               |

stocking and sales of merchandise and product and services (where applicable) such as firewood, bagged ice, and/or ice-cream sales. Lead Information Officers have strong 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 position's primary purpose is 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**

### **Supervision and Leadership**

- 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 IO team
- Ensure IO team receives 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, prior to submitting for final approval
- Provide ongoing support to IOs through regular check-ins on progress, one-on-one training, and seasonal performance reviews - empower IOs to be independent in their roles by setting clear expectations and processes for decision-making
- 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 Service & Communication**

- 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
- Provides accurate, concise and relevant information to park users regarding fees, park facilities, services, activities, tours, directives, policies and regulations, as well as regional tourism opportunities and services
- Receives, responds and manages all customer service emergencies, issues, complaints, concerns and other feedback in a highly professional and appropriate manner, including referrals to other appropriate departments as required such as caretaking, maintenance, and visitor services, and following up on any such actions as required
- Assisting and working closely with other parks program streams (Park Resource and Recreation Officers, Conservation Officers, Maintenance Staff, Visitor Engagement and other Visitor Services Staff) as required to ensure operational and visitors' needs are met
- Identifies and reports any issues or concerns with the reservation system, tills, POS, equipment, supplies, etc. in a timely manner to supervisor

### **Deliver Alberta Parks reservation services for campground/s**

- Acquire solid understanding and ability to use all functions of the Alberta Parks reservation 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
- Proficiency with ASPIRA software and functions to operate cash register and point of sale machine, ensuring floats and cash outs are accurate and balanced
- May participate in business operations, including camper compliance, group unit counts, camping fee collection, sani-station coin collection, and daily cleaning.
- May be required to assist with collecting of self registration and inputting self registration envelopes the relevant data into spreadsheets and reconciliation forms

Career Group:

Job Class:

Job Stream:  
Bargaining Unit

Occ Code:  
Job Code:

Revised Date: Jan 2023

### **Business Operations (where applicable; booth, camp store, concession and/or Visitor Centre and gift store)**

- Ensuring building security through effective opening and closing procedures Daily opening and closing tasks/procedures, ensuring facility are kept clean, organized, secure, and safe at all times; reporting maintenance issues immediately
- Ensure booth/store hours of operation are communicated to visitors and the booth/store is open during scheduled hours (including evenings & weekends)
- Operates computer based point-of-sale terminals
- Retail sales of product and services which include: firewood, concession items, ice and ice cream (where applicable)
- Maintains the retail space/s through the restocking of merchandise and general tidying
- Responsible for inventory management and control informing supervisor of any items that are low in stock
- Responsible for assisting in the research of new product developments

### **Information Services and Public Safety**

- Become a park specialist with detailed and accurate knowledge of all park areas, natural/cultural history, programs, and conditions (trails, water quality, weather, etc.) in order to assist the public with current information
- Maintain and improve knowledge of relevant recreational and tourist opportunities to respond to in-person and telephone/email requests for information on recreational activities, facilities, public safety issues, tourism and travel opportunities and provide area orientation.
- Helps to ensure public safety by providing pertinent and strategic safety information to visitors.
- Support the distribution of information-based communications such as posters, brochures, program advertisements, throughout the park; and to outside parks, tourism facilities and media, reviewing IOs' promotional materials and information posters before submitting to supervisor for approval
- Assists with ensuring public safety by providing pertinent and strategic safety information to visitors
- Responsible for recommending updates to the Alberta Parks' website and telephone recordings that provide informational services about the park to the public
- Through consultation with visitors raise their awareness of and level of preparedness for potential hazards such as aggressive wildlife, that may be encountered while recreating in the area and thereby prevent public safety incidents from occurring.
- Learn emergency protocols to provide support to staff and visitors in an emergency situation

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

- Where applicable, assist with the planning and delivery of special events and activities under the guidance of the supervisor
- Informs all visitors of pertinent information regarding interpretive programs and frequently liaises with visitor engagement staff to make sure that information being given is accurate

### **Administrative Duties /Park Team**

- Represent Alberta Parks in a professional and proper manner; wearing uniform in accordance to the uniform policy
- Manage a POS system, and till float to ensure that staff are able to provide appropriate change to visitors at all times
- Review and reconcile camping and retail sales revenue before submission deadlines
- Manage invoices and track expenditures
- Place orders for booth and store inventory (where applicable) to ensure the proper supplies are available
- Record and organize statistics for public visitation, demographics, trends and comments/complaints when required and contribute to year end reports

- Liaise with local visitor centres and community groups to ensure availability of promotional and tourism materials like brochures and pamphlets
- 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.

#### **Occupational Health and Safety:**

- Become familiar with all pertinent OH&S policies, procedures and protocols
- Apply OH&S guidelines and policies in all areas of work
- Report incidents or near miss incidents when they occur

#### **JOB REQUIREMENTS:**

##### **Minimum Education and Experience:**

- High School Diploma
- At least 1 year of supervisory or leadership experience and 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 Alberta Parks reservation systems and Campground operations
- Knowledge of Alberta Parks and direct experience with the Alberta Parks reservation system

##### **Additional Requirements:**

- Valid Class 5 Driver's License (for some locations)
- Valid Driver's Abstract (for some locations)
- Valid First Aid / CPR-C certificate
- Valid Criminal Record Check

##### **Assets to the role include the following**

- 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
- English language proficiency

#### **BEHAVIOURAL COMPETENCIES**

- **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.

