

New

Ministry

Forestry and Parks

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Parks Retail & Resreservation Planner

Requested Class

Program Services 3

Job Focus

Operations/Program

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Vacant

Organizational Structure

Division, Branch/Unit

Parks Division, VEBS Branch

☒ Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Parks Retail & Res Team Lead

Supervisor's Current Class

Program Services 4

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

Alberta Parks is an extensive network of 450+ provincial parks and recreation areas. Parks Division (Alberta Parks) is focused on operation of facilities and services in high-value (conservation, recreation, tourism) lands to provide outstanding recreational and wilderness experiences to all Albertans. Alberta Parks supports visitor experience through public information (including safety information), trip planning, and sells a full suite of products and services online, in-person and over the phone. The purpose of this role is to coordinate and support the daily operations of the reservation system, ensuring efficient management of Alberta Parks' retail and reservation services. As a Retail & Reservations Planner, you will assist staff in utilizing the reservation platform to deliver a seamless experience for visitors while contributing to Alberta Parks' mission to inspire people to discover, value, protect, and enjoy the natural world for current and future generations.

Shop.AlbertaParks.ca is the online reservation system for Alberta Parks, overseeing the booking of more than 9,000 campsites, 160 group camping areas, 90 comfort camping units, 17 backcountry campgrounds as well as passes, day use, equipment rentals and programs.

The Retail & Reservations Planner, reporting to the Team Lead of Retail & Reservation Services, is responsible for the

daily coordination and operation of the retail and reservation system. This position will work directly with the IT vendor for the reservation solution, technology staff (Service Alberta, AlbertaParks.ca, TD merchant services, etc.), Call Centre staff, Alberta Parks staff (Visitor Experience team, Finance team, field staff), and Alberta Parks' Partners and Facility Operators to provide creative solutions for retail and reservation services.

Key duties include:

- Managing data updates and verification for the reservation platform --such as amenities, availability statuses, fees, photos, and maps --and working directly with Call Centre staff to ensure accurate customer information and support.
- Responding to public inquiries via email and phone, processing refunds that meet the guidelines
- Providing training to field staff on system functionalities, business rules, and relevant Parks regulations and policies.
- Utilize system data to generate detailed analytical reports, supports ongoing system evaluation and improvements, and help ensure the delivery of modern, effective retail and reservation services for Alberta Parks.

Responsibilities

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

Key Responsibilities

1. Communications and Coordination

- Communicate program updates to stakeholders through various channels (email, newsletters, web content, presentations), being aware of audience and delivery methods.
- Respond to public inquiries (eg. Contact us emails, Call Centre calls), complaints, and Minister's office requests via email, written templates or via phone. Collaborate with the public, Call Centre agents, and Parks field staff to resolve issues and ensure customer satisfaction.
- Review, approve/deny, and process refunds according to established guidelines.
- Manage expansion of services and functionality, ensuring timely implementation, impact assessment, and delivery.

2. Data Collection and Verification

- Collaborate with field staff and operators to collect, verify, and update data within the reservation system.
- Collect, maintain and verify information for over 10,000 campsites, 170 group camping areas, 94 comfort units, 17 backcountry campgrounds, and additional products such as tours, passes, and day-use facilities.
- Review all requests and updates to ensure accurate, concise and appropriate for all communication channels while ensuring standards are met. Collaborate to ensure completeness and accuracy of information across all platforms, including Albertaparks.ca.
- Escalate requests that do not follow defined business practices or guidelines.

3. Reservation IT System and Troubleshooting

- Conduct User Acceptance Testing (UAT) and Regression Testing for new developments and bug fixes, ensuring quality and adherence to deadlines.
- Log and track IT issues with vendors, scheduling updates and improvements.
- Propose and collaborate on system enhancements to improve administrative and user experience.
- Manage system security and user accounts, including setup and archival of over 150 seasonal accounts annually.

4. Training and Coaching

- Develop and deliver a comprehensive training program for Train-the-Trainer staff and Facility Operators to ensure effective seasonal operation of the reservation system.
- Train and coach Call Centre agents, monitor calls, review scripts, and provide feedback.
- Offer system guidance and troubleshooting to staff, including setup procedures, business rules, and best practices.

5. Analytics and Program Evaluation

- Analyze and interpret reservation system data to report on occupancy, visitation patterns, and financial/operational trends.
- Evaluate program performance, identify issues, and recommend long-term improvements based on key metrics and insights.

Problem Solving

Typical problems solved:

1. Inquiries, Complaints, Concerns, and Refund Requests

- Respond to and resolve public inquiries, complaints, and concerns received via phone or email.
- Collaborate with Call Centre agents and Parks field staff to provide accurate information and ensure timely resolution of issues.
- Review, deny/approve, and process refund requests in accordance with approved policies and guidelines.
- Assist field staff, call centre agents, public and the Visitor Experience team with questions, key messages and FAQs.

2. Software Questions and System Improvements

- Provide assistance to field staff with reservation system issues, application questions, and functionality concerns.
- Work directly with the IT vendor to identify, document, and resolve technical issues, including logging and tracking support tickets.
- Contribute feedback and recommendations for system improvements to enhance user experience and efficiency.

3. Hardware and Equipment Troubleshooting

- Support field staff with troubleshooting of hardware and connectivity issues through phone or online assistance.
- Coordinate with the IT vendor and Service Alberta to diagnose, escalate, and resolve technical equipment problems.
- Escalate where appropriate and monitor resolution.

4. Staff Assistance and Guidance

- Offer guidance and support to staff using the reservation system, including training on best practices, system setup, and established business rules.
- Utilize resource manuals, help desk support, and the Retail and Reservation Team to provide accurate and consistent information.
- Work within necessary timelines to align with operational deadlines. Ensure alignment with Alberta Parks Act, Regulations, Directives, Fee Guidelines and Business Rules.

Types of guidance available for problem solving:

Reporting to the **Team Lead**, the **Retail and Reservation Planner** is responsible for implementing and managing the daily operations of the retail and reservation program, while also planning for system improvements and new functionality.

This position can seek guidance from the two co-planners, the team lead as well as the manager where required. In addition, guidance can be provided from the IT vendor as well as subject matter experts within Alberta Parks and the Government of Alberta, including Area Manager, Finance staff and the Public Information team.

This position works closely with the **IT solution vendor** and various **Alberta Parks staff** to ensure effective program delivery and continuous improvement. This position must be able to set clear, consistent timelines as well as develop processes and procedures for staff to follow. This position must maintain open communications with a variety of stakeholders to identify potential problems at an early stage.

The role requires adaptability and sound judgment, as priorities can shift quickly and may involve emergency response to operational or technical issues such as wildfires, floods, road closures, or system outages (e.g., payment systems, phone systems, or websites). The incumbent must be able to make critical decisions independently and

under pressure, often with limited guidance.

Direct or indirect impacts of decisions:

This is a complex program that directly affects both **internal staff** and **external (public) users**. Decisions made in this role have significant implications for **Alberta Parks operations**, including revenue generation, staffing levels, and data analytics.

Because the reservation system serves **thousands of public users**, many of whom are highly engaged and vocal, decisions must be made with careful consideration of all potential impacts. The **Retail and Reservation Planner** must assess risks, balance operational needs with public expectations, and ensure that actions and recommendations support the overall integrity and reputation of Alberta Parks.

This position will have significant interaction with professional staff, private operators, contractors, regional Parks staff, and the public. The responsibilities of the position are tied to rigid timelines with potential operational, revenue and political optical impacts if the tasks are completed timely and/or accurately. Timing considerations need to allow for the operational cycle of Alberta Parks and the seasonal staff. The position requires strong organizational and communication skills to ensure supports are provided to field staff as well as senior leadership to support timely and accurate services.

Key Relationships

Major stakeholders and purpose of interactions:

This position requires the ability to **simultaneously coordinate multiple tasks** across different components of the retail and reservation program. The Retail and Reservation Planner regularly interacts with a wide range of internal and external stakeholders to ensure efficient operations and effective communication.

Key working relationships include:

- **General Public:** Responding to inquiries, refund requests, complaints, and concerns in a professional and timely manner.
- **Internal Staff:** Collaborating with staff from other branches within the division, including public information and finance teams, as well as field operational staff such as campground employees, public information officers, and area managers.
- **Facility Operators:** Providing guidance, training, and support to campground operators and contractors.
- **Divisional Specialists:** Providing direction, coaching, problem solving as well as seeking input and consensus building.
- **Area Managers:** Seek input, build consensus, provide updates as well as escalate issues where required.
- **Call Centre Agents:** Engaging in daily to weekly interactions to coordinate processes, provide updates, and resolve customer service or system-related issues.
- **Contracted IT Staff:** Working closely with IT vendors responsible for the reservation system to address technical issues, implement enhancements, and ensure smooth system performance.

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Public Administration	Business	

If other, specify:

Equivalencies will be considered with sufficient experience.

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

University graduation in a related field or equivalent, like Information Systems, Data Management, Public Relations or Recreation Administration. Equivalency: Directly related education or experience considered based on 1 year of education for 1 year of experience; or 1 year of experience for 1 year of education.

A minimum of two years of progressively responsible related experience.

Preferred Knowledge, Skills, and Abilities:

- Experience with **park and/or campground operations**, including an understanding of visitor services and facility management.
- Experience using or administering **camping reservation and registration systems**, with a strong

understanding of reservation business rules and workflows.

- Excellent **public relations and interpersonal skills**, with the ability to communicate clearly and effectively, both verbally and in writing, with a diverse range of audiences -- including Parks staff, management, contractors, and the general public.
- Demonstrated ability to **work independently** with minimal supervision while maintaining a high level of accuracy and accountability, including **strong organizational and prioritization skills**.
- Proven ability to **adapt to frequent interruptions**, shifting priorities, and a fast-paced, results-oriented environment.
- Experience in **project management and facilitating decision-making** processes.
- Ability to effectively manage **emergencies, complaints, and stressful situations** with sound judgment and professionalism.
- Experience with **Call Centre operations**, including call monitoring, script development, and quality assurance.
- Proficiency in **troubleshooting point-of-sale (POS) equipment** and related software systems.
- Familiarity with **training design and delivery**, including facilitation and group discussion techniques.
- Working knowledge of **Parks directives, policies, and regulations**.
- Strong **computer literacy**, including Microsoft Office Suite (Word, Excel, SharePoint) and reservation or booking software applications.

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		
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Proactively incorporates change into processes: <ul style="list-style-type: none"> • Creates opportunities for improvement • Is aware of and adapts to changing priorities • Remains objective under pressure and supports others to manage their emotions • Proactively explains impact of change on roles, and integrates change in existing work • Readily adapts plans and practices 	The Retail and Reservation Program operates in a dynamic environment that must quickly adapt to the evolving needs of the public, field operations, and external vendors. Timelines are often short and subject to change based on emerging priorities and critical operational requirements. The Retail and Reservation Planner must effectively manage change, ensuring that staff and system users can adapt to new processes, updates, and functionality. This role requires agility, strong organizational skills, and the ability to remain composed under pressure. Pressures may arise from a variety of sources, including urgent system issues, vendor requests, and emergency operational needs such as natural disasters (e.g.,

			floods, wildfires) or hardware failures. The incumbent must respond quickly and effectively to maintain program continuity and service quality.
Systems Thinking	○ ○ ● ○ ○	<p>Takes a long-term view towards organization's objectives and how to achieve them:</p> <ul style="list-style-type: none"> • Takes holistic long-term view of challenges and opportunities • Anticipates outcomes and potential impacts, seeks stakeholder perspectives • Works towards actions and plans aligned with APS values • Works with others to identify areas for collaboration 	<p>This position requires a long-term, strategic vision to anticipate future challenges and ensure the continued success and sustainability of the Retail and Reservation Program. The Retail and Reservation Planner plays a key role in aligning program goals with operational realities, technological advancements, and stakeholder expectations. The incumbent is responsible for ensuring that the needs and data of all stakeholders are accurately captured and incorporated into program planning and implementation. Building and maintaining buy-in across diverse stakeholder groups is essential to the success of program changes and enhancements. This role requires a strong ability to collaborate across multiple program areas and ministries, including Information Technology, Service Alberta, Treasury Board and Finance, Field Operations, and Call Centre Services, to ensure integrated planning, smooth implementation, and effective long-term program outcomes.</p>
Develop Networks	○ ○ ○ ● ○	<p>Makes working with a wide range of parties an imperative:</p> <ul style="list-style-type: none"> • Creates impactful 	<p>The Retail and Reservation Planner is responsible for working closely with all field staff</p>

		<p>relationships with the right people</p> <ul style="list-style-type: none"> • Ensures needs of varying groups are represented • Goes beyond to meet stakeholder needs • Ensures all needs are heard and understood 	<p>who utilize the reservation and retail solution, developing strong and collaborative relationships to ensure their operational needs are reflected in program business rules, policies, and procedures. This position serves as the primary liaison between field operations, internal stakeholders, and the IT vendor, ensuring that all enhancement requests, system improvements, and defect fixes are clearly communicated, understood, and prioritized. The incumbent must effectively balance the needs of multiple stakeholder groups – including the public, headquarters staff, field staff, Call Centre staff, and vendors – to ensure that program goals are achieved, service quality is maintained, and system functionality continues to meet user and organizational requirements.</p>
Drive for Results	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<p>Works to remove barriers to outcomes, sticking to principles:</p> <ul style="list-style-type: none"> • Forecasts and proactively addresses project challenges • Removes barriers to collaboration and achievement of outcomes • Upholds principles and confronts problems directly • Considers complex factors and aligns solutions with broader organization mission 	<p>Retail & Reservation Planners work collaboratively with multiple staff from other branches within the division as well as field operational staff and area managers in order to ensure achievement of the Parks Division desired outcomes.</p> <p>Staff must operate with a bias for action while being disciplined in managing projects and proactively addressing challenges to find solutions. For example, the reservation solution</p>

			<p>must continually improve the user experience as well as the technology and stay on trend.</p> <p>This position must maintain a strong focus on achieving outcomes. Staff independently create clear and thorough plans to achieve set goals and measure results. Use of system data and analytics to make decisions and recommendations is required.</p> <p>Staff monitor multiple activities and projects to ensure possible issues or delays are identified and escalated as early as possible. Projects are directly tied to operational needs and divisional outcomes. This position requires excellent attention to detail; strong written, verbal and interpersonal skills and clear time management ability.</p>
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Benchmarks

List 1-2 potential comparable Government of Alberta: [Benchmark](#)

022PS74 Systems Administrator

- Works with business users to facilitate their knowledge and understanding of departmental applications. Develop training modules and inform/train users on changes.
- Participates in identifying and planning enhancements and new initiatives for applications through user acceptance testing, deploying application changes.
- Resolving problems and responding to user business needs and concerns, addressing issues with current production functionality, providing specialized knowledge and information to all internal and external users.

023PS70 Business Analyst, Mineral Development

- Position must understand the interrelationships and interdependencies between the organizations business operations and technical systems.
- Position interacts with multiple internal and external stakeholders from various disciplines.
- Position assists in identifying opportunities for re-engineering, streamlining or enhancement of business processes.
- Project alignment with corporate priorities and assists in business case development, risk and quality assurance functions, business process reviews and end user training to ensure integrated business solutions are delivered efficiently and effectively.