

NON-MANAGEMENT JOB DESCRIPTION POINT RATING EVALUATION PLAN

Working Title Administration and Ticket Supervisor			Name		
Position Number	Reports to Position No., Class & Level Visitor Services Supervisor II –PS 3	Division, Branch/Unit POD, Cypress Hills Provincial Park / Hidden Valley Ski Resort	Ministry Forestry and Parks		
Present Class Administrative Support 4			Requested Class		
Dept ID	Program Code	Project Code (if applicable)			

PURPOSE: Give a brief summary of the job, covering the main responsibilities, the framework within which the job has to operate and the main contribution to the organization (see Non-Management Job Description Writing Guide [Pages 7-8](#)).

The Administration and Ticket Supervisor is responsible for the delivery of Visitor Experience Program and contracted operational services in Cypress Hills Provincial Park specifically at Hidden Valley Ski Resort. The Visitor Experience Program delivers high quality, efficient, and responsive services to the public intended to enhance the quality of visitors' experiences. These experiences deepen visitors' understanding of Alberta's natural & cultural heritage and foster the stewardship for Alberta Parks. The Lead Information Officer is responsible for input into the development and implementation of operational policies, standard operating procedures, business processes, and performance metrics.

A high degree of independence in problem-solving, planning and evaluating services, addressing staff issues, and day-to-day operations is expected.

RESPONSIBILITIES AND ACTIVITIES: The purpose of the job can be broken down in different responsibilities and end results. Each end result shows what the job is accountable for, within what framework and what the added value is. Normally a job has 4-8 core end results. For each end result, approximately 3-6 activities should be described (see Writing Guide [Pages 9-10](#)).

1. The position is responsible for the operation and delivery of the ski resort services in assigned parks in line with Divisional policies, directives, and financial processes and in accordance with the *Provincial Parks Act* by:

- registering visitors, recording reservations, and processing payments using the online sales and direct POS system for Ski Resort operations;
- responding to and resolving customer complaints and concerns; and
- liaising with the Maintenance program regarding facility maintenance and concerns and complaints
- Coordinate delivery of exceptional customer service through departments.

2. The Lead Information Officer is responsible for revenue operations (e.g. retail) in the assigned parks in accordance with Regional priorities, Park business plans, Departmental financial policies and guidelines:

- input into operational plans
- keeping inventory, placing orders, receiving deliveries, tracking expenditures
- ensuring facility is kept clean and presentable through scheduling caretaking services
- liaising and supporting maintenance program regarding facility repairs and necessary park maintenance

3. Leads information services (online, print media, and personal information delivery) in order to provide accurate, timely, and appropriate information to visitors and stakeholders to ensure safe and enjoyable use of park facilities and services by:

- Orientating visitors to Alberta Parks using exceptional customer service skills, providing recommendations for the visitor's experience and information on the Alberta Park's programs and services
- Ensuring public safety by providing pertinent and strategic safety information important to visitors, including trail safety, and wildlife activity
- Collecting and compiling data on visitation
- Answering public inquiries and handling customer complaints; investigation and follow up of visitor experience related complaints
- Developing and updating parks information publications, Hidden Valley and social Media content
- Enabling and supervising volunteers

4. Implements marketing and promotion in assigned area of programs, services, and facilities:

- Implements local marketing, information and promotional products, campaigns, traditional and social media, actively works to create opportunities to showcase parks to visitors
- Cultivate professional networks and nurture partnerships with individuals and organizations involved in Alberta tourism including other GOA ministries, local governments, businesses, tourism associations and Travel Alberta
- Coordinates assigned social media postings, monitors tourism recommendation websites such as Trip Advisor

5. Service contract and concession monitoring and management:

- Contributes to the crafting, solicitation and review of service contracts and concessions operating in the region
- Training, liaising with contractors where required (e.g. RAP)
- Providing feedback and day-to-day monitoring
- Investigation of complaints from the public or contractor
- Conducting performance evaluation

6. The position is responsible for managing an assigned budget and administering revenues generated by the Visitor Experience program in accordance with financial policies and procedures and within prescribed expenditure limits by:

- identifying spending pressures and concerns in a timely manner

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- ensuring all revenues are properly handled, reconciled and accounted for to ensure budget expenditure targets are met, revenue targets are met and all financial transactions are carried out in an appropriate manner
7. Program planning related to business operations and information services by:
- reviewing and evaluating the services being delivered by the programs
 - developing annual Operational Plans as requested
 - Developing annual Visitor Information and Safety Messaging Plan to meet area needs
 - Assisting with the development of performance metrics and reporting against these metrics on a regular basis;
 - Seeking means of improving the quality and efficiency of service delivery
 - Consulting with other programs to maximize synergy and opportunities for improving integration between programs
 - Providing input into other program's operational plans to ensure services and products delivered remain relevant, current, and effective, and to ensure that the program's priorities, services, and direction are aligned with Management Area, Regional, and Divisional plans and priorities
8. Provides leadership to seasonal staff and volunteers to ensure meeting of program goals and provision of high-quality customer service; the dissemination of accurate and appropriate information; the efficient and accurate handling of reservations and sales, and adherence to all pertinent policies and guidelines including OH&S requirements by
- leading the recruitment, interviewing and selection of seasonal staff by reviewing applications, conducting interviews as part of a team, and contributing to decision-making processes making candidate selection decisions
 - training, mentoring and scheduling seasonal staff
 - supervising assigned volunteers
 - providing feedback and day-to-day guidance to seasonal staff
 - conducting performance evaluation of seasonal staff by providing input on observed performance
 - Meeting all OHS requirements expected of supervisors in regards to both seasonal staff and volunteers supervised
 - Ensure correct operating procedures for department are followed
 - Operate equipment / machinery within department
 - Occasionally supervise staff within department
 - Ensure correct departmental policies and procedures are followed
 - Implement public safety procedures and OH&S
 - Ensure accurate time keeping and record management
 - Schedule lessons
 - Schedule staff
 - Take daily lesson bookings and deal with customer complaints
 - Cash handling and reconciliation
 - Provide ongoing staff development in teaching a skill development

SCOPE: List specific information that illustrates the challenges, problem solving and creativity requirements and decision-making capacity of the position. Also identify the internal or external areas the job impacts (see Writing Guide [Pages 11-12](#)).

The position impacts the quality of information/reservation and sales services provided to the clients and visitors to the Cypress Hills and the general area. This position is integral to providing support to Park operations. The position requires a considerable amount of co-ordination, physical exertion and communication skills to ensure that the other team members are kept informed of and supported by the duties of this position. The position reports directly to the Head of Visitor Services although regular input from the Operations Supervisor will also be required. Although this position is performed within well-established guidelines and procedures, it requires considerable overall awareness of the functioning and co-ordination of the site as a whole, and creative, independent decision making is required and one-year of related experience are also required

KNOWLEDGE, SKILLS & ABILITIES: Include information on required diplomas and degrees along with identifying the most important knowledge factors, including knowledge about practical procedures, administrative, technical or professional techniques, technical, scientific or program related processes, etc. Detail specific training if there is an occupational certification/registration requirement for the position. Specify the type of experience required for the position (see Writing Guide [Pages 12-14](#)).

- An understanding and experience of Ski Hill operations is desirable.
- An understanding and experience of sale and marketing is desirable.
- Experience of revenue reconciliation and budget management is desirable.
- An understanding of Alberta Parks' responsibilities, mandate, organizational structure, and program goals.
- Strong interpersonal skills – problem solving, mediation and team skills, strong written and verbal communication skills.
- Strong supervisory skills and experience and an ability to motivate a variety of staff in an intense and demanding work environment.
- Ability to train, motivate and lead staff in a variety of service-oriented roles.
- Ability to anticipate and deal with a wide variety of staffing issues, operational concerns.
- maintaining excellent knowledge of all aspects of services and facilities within assigned area
- Knowledge of the tourism industry and ability to market and promote AB Parks products and programs successfully within it
- Working knowledge of book keeping tasks and an understanding of financial administration.
- An ability to adapt and flex with change at any stage in work planning and delivery.

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- Knowledge of the retail and food services industry (as required).
- Computer literacy, including strong working knowledge with the Microsoft Office Suite
- Strong organizational and time management skills.
- Good judgement and ability to handle sensitive information discreetly.
- An ability to work independently.
- Valid Class 5 driver's license
- Standard First Aid certificate

CONTACTS: Identify the main contacts the position communicates with and the purpose of the communication (See Writing Guide [Pages 14-15](#)).

Rentals, Snow School, Information Officers, General Public, Lift Operations and Patrol staff. Visitor Services Supervisor II and Snowmaking supervisor.

SUPERVISION EXERCISED: List position numbers, class titles, and working titles of positions directly supervised (see Writing Guide [Page 15](#))

Information Officers AS2

CHANGES SINCE LAST CLASSIFICATION REVIEW: Identify significant changes, that have impacted the responsibilities assigned to your position since the last review (see Writing Guide [Pages 15-16](#)).

ORGANIZATION CHART: An organization chart that includes supervisor, peers and staff **MUST** be attached (see Writing Guide [Page 17](#)).

This information is being collected under the authority of Section 10 of the Public Service Act and will be used to allocate positions within a classification plan and to manage the Alberta government human resources program. If you have any questions about the collection of this information, contact the Job Evaluation Unit, 6th Floor, Peace Hills Trust Tower, 10011 - 109 Street, Edmonton, Alberta, T5J 3S8, phone 780/408-8400 or contact your Ministry Human Resource Office.