

TITLE: SEASONAL INFORMATION OFFICER (WAGE)

CLASSIFICATION: ADMINISTRATIVE SUPPORT 2 (AS2)

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

Information Officers provide a front-line government contact for public 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 Visitor Services 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 and delivery of the Alberta Parks reservation service for campgrounds.

The Information Officers falls under the following organization:

MINISTRY: FORESTRY AND PARKS

DIVISION: PARKS

BRANCH: REGIONAL OPERATIONS

WORK UNIT: GEOGRAPHIC REGION/AREA/DISTRICT

JOB OVERVIEW

Information Officers (IOs) are often the first point of contact for visitors and campers to Alberta Parks and thus, set the tone for all interactions within parks. IOs provide strong customer service to visitors and campers. They also provide concise, clear communications for local wayfinding and travel information and champion safe, respectful use of our natural areas.

IOs duties include, but are not limited to, the day-to-day operations of facilities that may include, booths, camp stores, concessions, gift stores and Visitor Centres. Daily tasks may include but are not limited to opening and closing procedures, financial reconciliation, recording reservations, performing campground compliance checks and reception duties. IOs provide a welcoming and inclusive environment for all visitors in-person, over the phone or online. 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 positions primary purpose is to provide exceptional front-line customer service while registering campers and delivering information.

ACCOUNTABILITIES

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 and coworkers, and an ability to interact in a friendly, informative, diplomatic, adaptable and professional manner

Career Group:

Job Class:

Job Stream:
Bargaining Unit

Occ Code:
Job Code:

Revised Date: Jan 2023

- Provides accurate, concise and relevant information to park users regarding 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 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
- Participates in business operations, including camper compliance, group unit counts, camping fee collection, sani-station coin collection, and daily minor cleaning.
- Assist with collection and reconciliation of revenue, completing revenue reconciliation forms, and completing any corrections to errors (ensuring accuracy) as required and may prepare bank deposits
- May be required to assist with collecting of self registration envelopes and inputting the relevant data into spreadsheets and reconciliation forms

Business Operations (booth, camp store, concession and/or VIC and gift store)

- Ensuring building security through effective opening and closing tasks/procedures, ensuring facility are kept clean, organized, secure, and safe at all times; reporting maintenance issues immediately
- Ensure hours of operation are communicated to visitors and facility is open during scheduled hours
- Operates computer based point-of-sale terminals and follow cash in/cash out procedures
- Retail sales of product and services which include: firewood, concession items, interpretive programs (where applicable), and rentals
- Responsible for inventory management and control -restocking of merchandise, general tidying and informing supervisor of any items that are low in stock

Information Services and Public Safety

- Becomes 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
- 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
- As directed by the Supervisor, assist in the distribution of information-based communications such as posters, brochures, program advertisements, throughout the park
- Assists with ensuring public safety by providing pertinent and strategic safety information to visitors
- Update park information bulletin board with recent advisories, weather, events, and programs offered in the park

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- Monitor and replace promotional and tourism materials in the facility such as brochures and pamphlets as needed; in coordination with the Lead Information Officer

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

Administrative Duties /Park Team

- Represent Alberta Parks in a professional and proper manner; wearing uniform in accordance to the uniform policy
- Familiarity and application of all pertinent policies, directives, procedures and protocols
- Keep a clean and organized workspace at all times, including both interior and exterior of facility
- Record and organize statistics for public visitation, trends and demographics when required
- 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. Maintain lost and found records; tag and organize found items in an efficient 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

JOB REQUIREMENTS:

Minimum Education and Experience:

- High School Diploma
- Experience with point of sales machines, retail and cash handling
- Knowledge of and experience in computer use and a variety of computer software (including but not limited to Excel, PowerPoint, Word, Publisher)

Additional Requirements:

- Valid Criminal Record Check
- Valid First Aid / CPR-C certificate (for some locations)
- Available to work evenings, weekends and holidays
- Valid class 5 driver's license (for some locations)
- 5-year Driver's abstract (for some locations)

Assets to the role include the following:

- Strong customer service skills
- Outgoing, friendly personality that enjoys working with public in a team atmosphere
- Knowledge of Alberta Parks and direct experience with the Alberta Parks reservation system
- Familiarity with campground operations, park regulations, campground etiquette and surrounding Park amenities
- Ability to work both independently and in a team setting
- Independent problem solving and adaptability
- English language proficiency

BEHAVIOURAL COMPETENCIES

- **BUILD COLLABORATIVE ENVIRONMENTS** by promoting collaboration and commitment, encourage broad thinking on projects, work together to eliminate barriers to progress, and facilitate open and respectful dialogue.

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- **CREATIVE AND PROBLEM SOLVING** by using a wide range of communication techniques to promptly and professionally address issues, breaks 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.
- **DRIVE FOR RESULTS** by having the 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.
- **AGILITY** to think creatively while working in a changing work environment, remains optimistic, calm and composed in stressful situations to effectively meet diverse visitor needs.