

TITLE: VISITOR SERVICES SUPERVISOR

CLASSIFICATION: PS2

ORGANIZATIONAL CONTEXT

Governed by the *Provincial Parks Act* and in existence for over 90 years, Alberta's provincial parks inspire people to discover, value, protect and enjoy the natural world and the benefits it provides for current and future generations. It is estimated that provincial parks in Alberta receive over 10 million visitors per year. Located in provincial parks throughout the province, Visitor Services teams, led by the Visitor Services Supervisor, play key roles in facilitating environmentally and socially sustainable, enjoyable, and safe experiences for park visitors. Often, Visitor Services team members are the first and only park staff that visitors interact with when spending time in a provincial park.

JOB OVERVIEW

Depending on operational complexity of the work unit (District or Area), the Visitor Services Supervisor reports to either the Area Manager or the Visitor Experience Team Lead. The Visitor Services Supervisor (VSS) is responsible for overseeing the delivery of a number of public facing services and, depending on location, facilities to park visitors. Collectively, these services fall under the Visitor Services Program. The primary focus of the Visitor Service Program 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 VSS is responsible for delivering the following services: the campground reservation/registration service; visitor centre operations; retail operations; revenue reconciliation; and, information services including website updates; and, the development/renewal of print and non-personal media. As well, the VSS performs recruitment, training and supervision of program staff and is expected to provide competent leadership to their team(s).

Visitor service delivery is principally achieved through Parks Division operated facilities, supplemented by facility operating/concession contracts where appropriate. In the case of Parks Division delivered services, the VSS is responsible for the implementation of operational plans, standard operating procedures, business processes, and performance metrics. In all cases, the VSS is responsible for implementing and monitoring adherence to service standards. The VSS assists with the development and management of contracts within the VSS's area of program responsibility and provides contract management support regarding these contracts. To meet identified goals and objectives, integration, and collaboration with other front-line service delivery program streams (Visitor Engagement, Municipal Services Maintenance, and Park Rangers) is required.

The VSS operates within a number of frameworks including park and district level operational plans, Divisional and Departmental Business Plans, Divisional and Departmental policies and directives as well as the *Provincial Parks Act*. A high degree of independence in decision making, planning and evaluating services, addressing staff issues, and day-to-day operations is expected.

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ACCOUNTABILITIES

Supervision

The Visitor Services Supervisor leads one or more teams of permanent or seasonal staff to ensure program objectives and supervisory requirement are continually met by:

- recruiting staff including applicant screening, conducting interviews, and applicant selection
- completing all required onboarding steps
- developing and maintaining site-specific training resources for VS operations
- providing training and ongoing coaching and mentoring of staff
- developing staff schedules and reviewing and approving pay system time entries
- monitoring performance and providing feedback and guidance as necessary
- conducting and recording season-end performance evaluations.
- implementing and monitoring site level OH&S plans for program staff
- ensuring staff are familiar with site-level Emergency Response Plans and understand their respective responsibilities

Customer Experience

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 Visitor Services Supervisor ensures customer service standards are met across the portfolio of visitor service facilities under the position's oversight (campground check-in booths and/or park visitor centers) by:

- scheduling facility operating hours within resource constraints to best meet customer needs
- ensuring staff are trained and provide prompt, courteous, and high-quality customer service to park visitors
- resolving customer complaints within policy/procedural limitations, including financial considerations and escalating issues as appropriate
- receiving and recording concerns/complaints regarding park facility maintenance issues and forwarding those to park maintenance staff following a prescribed process in a timely manner
- liaising with Park Rangers and Conservation Officers regarding visitor safety and depreciative and/or illegal visitor behaviours.
- liaising with Visitor Engagement staff to support delivery of site level programming and special events
- supporting the response to emergency situations as guided by applicable emergency response plans
- leading communication with registered campers to provide timely information on emerging issues affecting campground service changes, amenity closures, and campground closures
- supporting response to public safety and emergency incidents as required

Campground Reservation/Registration

The position oversees the field-level provision of campground reservation/registration services in order to provide park visitors with an efficient and friendly campground check-in experience in line with applicable policies, directives, financial processes, and in accordance with the *Provincial Parks Act* by:

- registering campers, recording reservations, and processing payments using the reserve.albertaparks.ca (RAP) system for camping, group camping, comfort camping, and self-registration
- verifying and updating RAP system data regarding campsite reservability dates, campground services and amenities, and nightly fees

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- working closely with RAP system staff to troubleshoot and resolve RAP system issues impacting site-level service delivery.
- ensuring cash handling and daily cash-out procedures are followed.
- responding to and resolving at times complex customer complaints and concerns including refund requests.
- completing bank deposits and revenue reconciliation reports
- providing business analysis and recommendations for setting fees and campground inventory

Retail Operations

The Visitor Services Supervisor is responsible for overseeing a broad suite of retail operations in locations where offered in accordance with regional priorities, divisional guidelines, applicable financial policy/procedures, and provincial public health regulations by:

- developing and implementing retail operations plans addressing inventory type and quantity, pricing structure, vendor selection, and retail facility operating hours.
- procuring inventory goods for resale.
- inventory management including placing orders, receiving deliveries, tracking expenditures, paying invoices, inputting inventory into point-of-sale system and annual inventory tracking
- manage visitor engagement program inventory in the point-of-sale system including the addition of regularly scheduled programs, on the fly programs and events for online, phone and in-person reservations
- managing rental inventories (may include recreational equipment and facilities) and sale, return and upkeep of equipment/facilities
- receiving and processing payments for goods at retail locations using point-of-sale system
- ensuring cash handling and daily cash-out procedures are followed.
- completing bank deposits and revenue reconciliation reports
- ensuring retail spaces are kept organized, clean, and presentable through scheduling caretaking services

Information Services

The Visitor Services Supervisor leads the provision of accurate, relevant, timely, and appropriate information (online, print media, and personal information delivery) to park visitors and stakeholders to facilitate safe, responsible, sustainable, 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, wildlife activity and weather conditions
- developing and monitoring online advisory and event content using web content management system
- developing and updating AlbertaParks.ca website content
- developing posters for advisories, promotion of events and programs and facilities closures or other awareness, utilizing a standardized format and ensuring timely posting/removal of all materials
- maintaining excellent knowledge of all aspects of services and facilities
- collecting and compiling data on visitor centre & campground booth usage (phone, walk-in, and other statistics)
- answering public inquiries and handling customer complaints
- communicating with government staff and others to gather current, accurate information for dispensing to both the public and other park staff

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- developing and updating information publications, including park brochures and visitor guides
- obtaining a variety of information from other tourism locations and attractions, and ensure their availability to visitors
- networking with local municipalities and tourism organizations to provide accurate information to visitor information centres and regional tourism publications

Budget Administration

The Visitor Services Supervisor is responsible for managing and administering an assigned program budget to ensure the program operates within expenditure limits and meets revenue targets in accordance with financial policies and procedures by:

- developing program expenditure projections and revenue forecasts;
- tracking expenditures and revenues;
- identifying spending pressures and concerns in a timely manner;
- ensuring prompt and proper payment of invoices through p-card or forwarding of invoices to Area Office for processing;
- ensuring all financial transactions are carried out in accordance with required processes and policies

Contract Management Support

The Visitor Services Supervisor provides contract management support to contract managers to ensure visitor service related contractual obligations and quality standards in Facility Operating Agreements, Concession Agreements, or similar contracts are met by:

- conducting site visits, meeting with contracted service providers, and observing contracted service delivery
- recording concerns regarding contractor performance, completing inspection reports and bringing those to the attention of the contract manager
- providing visitor services related training to contracted service providers
- providing advice to contract managers regarding visitor service related contract management issues

Continuous Improvement

Through continuous improvement the Visitor Services Supervisor ensures safe, enjoyable and engaging visitor experiences are facilitated in the most efficient and effective way possible by:

- reviewing and evaluating feedback received from their team(s) to identify opportunities for improvement
- reviewing and evaluating feedback received from park visitors to identify opportunities for improvement
- 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

JOB REQUIREMENTS

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- A diploma in a related discipline (business, recreation, tourism, etc.) and at least 2 years of directly related experience in progressively more responsible positions.
- 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 and program delivery initiatives.
- Knowledge of the tourism industry and ability to market and promote AB Parks products and programs successfully within it
- The ability to form strong and effective working relationships with immediate co-workers and other Alberta Parks staff.
- Working knowledge of accounting tasks and an understanding of financial administration.
- Experience and knowledge of business planning, strategic planning, project planning and management.
- An ability to adapt and flex with change at any stage in work planning and delivery.
- Knowledge of the retail industry.
- Computer literacy, including strong working knowledge with the Microsoft Office Suite and website updates.
- The ability to utilize technological innovation to enhance efficiency and service delivery.
- Strong organizational and time management skills.
- Strong writing skills for promotional print materials and correspondence.
- Good judgement and ability to handle sensitive information discreetly.
- An ability to work independently.
- Valid Class 5 driver's license
- Standard First Aid certificate

BEHAVIOURAL COMPETENCIES

1. Build Collaborative Environments (Level B)

- a. Builds on the skills and knowledge of others to create results.
- b. Demonstrates that he or she genuinely values and respects others' input and expertise and is willing to learn from others
- c. Encourages or facilitates conflict resolution directly by initiating open and respectful discussion of issues
- d. Recognizes the performance of all groups involved and shows appreciation for contributions.

Job Application Examples:

- Collaborate with various park-based program streams to resolve issues and conflict in campground/park operations
- Prevent and address conflict amongst team members
- Build relationships and collaborates with program coordination teams
- Participate constructively in meetings to contribute to solutions and represent own program needs

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2. Drive For Results (Level B)

- a. Takes past experiences into consideration when making plans and adjusts plans based on past learning
- b. Identifies underlying causes for success or lack of success and takes action to ensure future success.
- c. Identifies and acts on opportunities to partner with other groups to achieve desired outcomes.
- d. Identifies ways to exceed performance expectations. This may involve identifying potential efficiencies, different ways of working, or opportunities to contribute to the work of others

Job Application Examples:

- Continuously reviews team and customer feedback to seek opportunities for continuous improvement
- Seeks feedback from other program streams to identify opportunities for improvement
- Seeks means of improving collaboration and synergy with other program streams

3. Agility (Level C)

- a. Identifies alternative approaches or courses of action in unclear and complex situations. Supports others to identify, assess, and use alternative approaches.
- b. Proactively explains how anticipated change will affect work processes or structures in general.
- c. Anticipates the emotional triggers of others and prepares to mitigate reactions and maintain composure and productivity, especially during conflict or highly challenging situations.
- d. Anticipates obstacles to change and thinks ahead about next steps. Stays focused on goals despite pressure and stress.
- e. Makes decisions and takes action even when there is not enough clarity to predict the consequences with certainty. Includes a back-up plan in case predictions are incorrect.

Job Application Examples:

- Ability to anticipate and respond to a wide variety of staffing issues and operational concerns
- An ability to adapt and flex with change at any stage in work planning and delivery.
- Continuously resolve diverse and complex customer service complaints within policy bounds.
- Adjust staffing schedule and work delivery in response to a variety of weather events or local/regional emergency situation – wildfire, etc

4. Creative Problem Solving (Level B)

- a. Asks questions to get a deeper understanding of the present issue.
- b. Looks for ways to improve activities and results by doing something that may be new and different in the organization
- c. Explores different methods in how we complete our work, with a goal to achieving more efficient and effective outcomes.
- d. Collects a breadth of data and a variety of perspectives to make a choice between potential solutions and evaluate how effective the solution will be.

Job Application Examples:

- Understanding and resolving at times complex park visitor concerns and complaints within bounds of policies and procedures
- Develop retail inventory selection based on customer feedback, product demand, etc
- Enhance effectiveness of cross-program collaboration by utilizing creative approaches to sharing information
- Maximizes team efficiency through developing and applying creative solutions

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