

Maryland Zoological Society, Inc.

The Maryland Zoo in Baltimore

Job Description

Job Title: Guest Services Event Operations Manager	Department: Guest Services GSERV	Reports to: Senior Director of Guest Services & DEAI	Employment Status: Full time	Occupation Category: First/Mid-Level Officials and Managers
Salary: \$50,000-\$52,395.20	Job Code: 25VSMG	FLSA: Exempt	Worker's Comp Code: 8810	

General Summary: The Guest Services Event Operations Manager is responsible for exciting, engaging, and entertaining visitors and members in a way which promotes a positive Zoo experience and demonstrates unparalleled customer service. This position is responsible for overseeing and executing Guest Services and DEAI events and programs and serves as the onsite contact during special event days. This position works closely with the department's directors and supports equipment and technology set up for other Zoo departments as well. As part of the Guest Services management team, this position supports daily operations of the Zoo and serves as Manager on Duty when necessary.

Additionally, the Guest Services Event Operations Manager will support the Zoo's mission to save wildlife and protect wild places and contribute to its environmental, social, governance sustainability, conservation, education, and DEAI (Diversity, Equity, Accessibility, and Inclusion) goals.

Essential Functions:

Primary Functions:

- Facilitate the daily staffing and operation of the Guest Services area to include opening and closing of appropriate locations, problem-solving, training, securing of funds, etc in conjunction with fellow Managers and in accordance to company SOPs;
- Maintain exceptional standards of customer service, cleanliness and physical appearance of all locations and staff;
- Along with the Guest Services Management team, continuously plan operational strategy to maximize revenue contribution and level of service;
- Lead or assist in planning, coordinating, and implementing Guest Services and DEAI events; events include but not limited to Black History Month, Wildly Inclusive, Bunny Bonanzoo, Field Days, AAPI Heritage Day, Pride at the Zoo, Juneteenth, Wild Water Splash Days, Celebramos, Zoo Boo, and Holly Days; Support at Brew at the Zoo and OktoBEARfest required as well; assist with vendor coordination and service scheduling to support event programs;
- Responsible for maintaining and organizing Zoo and departmental supplies and equipment, including inflatables and decorations, giveaways and prizes;
- Lead or assist with equipment and technology setup of all Zoo rentals, events and education and development programs;
- Review department web pages to make sure event information is accurate;
- Work collaboratively with to create event collaterals such as posters, banners, handouts for internal and external promotion of Zoo events and programs.
- Prepare weekly schedules for all seasonal, part-time, and full-time departmental staff;
- Interact with guests in a friendly, professional, and informed manner that promotes the Zoo's message of conservation;
- Ensure working order of equipment and maintain supplies to meet operational objectives;
- Provide guest controls, including challenging situations;
- Ensure compliance of cash handling policies and procedures;
- Maintain risk and safety management processes for the Guest Services Department; Comply with Zoo accident and incident standards; Effectively work with risk and safety partners and ensure department and staff are prepared for disaster and emergency response for guests and staff;

- Lead or assist in the training for event equipment and technology; perform event setup and breakdown, assist with onsite oversight and execution of event days; respond to event-related inquiries and event confirmation emails with guests and vendors;
- Provide superior customer service by answering questions anticipating guest and member needs, escalating issues when appropriate and meeting or exceeding guest expectations;
- Collaborate with the Volunteer Department to ensure Zoo volunteers are assigned volunteer roles and managed appropriately during Guest Services and DEAI events as well as other assigned volunteer stations the support the department;
- Create and send post-event reports and follow ups to assess event success, gather feedback and identify opportunities for retentive business.
- Assist in the development of community partnerships with the goal of both broadening the Zoo's reach with the community and also making sure offerings are diverse, accessible, equitable and inclusive;
- Support supply and equipment inventory management, including tracking stock levels and coordinating reorders;
- Serve as Manager on Duty;
- Attend Zoo and departmental meetings;
- Use sound judgment and report incidents to management or security as necessary;
- Assist other departments as needed for cross-utilization of skills and manpower;
- Perform other duties as assigned; and,
- Adhere to all policies and procedures of the Zoo.

Communication (Internal and External):

- Conduct daily briefings with all seasonal, full-time, and part-time staff to inform them of all happenings within the zoo in reference to Guest Services responsibilities;
- Communicate daily schedules, events, and any changes for the main gate, exhibits or attractions to all staff so that they may notify guests if asked;
- Actively collaborate with the Animal, Marketing, Development, Education and Volunteer departments to design and implement programs and presentations;
- Actively collaborate with the Animal, Marketing, Development, Education, Events, Group Sales and Volunteer, Hospital and Maintenance departments to produce and participate in non-routine special events;
- Work closely with contracted concessions' management and staff to ensure adherence to all Zoo policies and procedure; and,

Management of Resources (Financial, Human Resources, Facilities):

- Cultivate, evaluate, and train staff, rendering discipline when necessary;
- Collaborate with the Senior Director of Guest Services Strategies on all matters concerning personnel;
- Support in the recruitment, hiring, training, evaluating and disciplining of all staff;
- Coordinate with other departments as necessary to fulfill any special needs relating to Guest Services (i.e. Events); and,
- Organize breaks for Guest Services employees while ensuring adequate staffing levels to control attendance flow.

Minimum Qualifications:

Hospitality:

- Friendly and outgoing;
- Possess a positive and patient attitude; and,
- Possess excellent verbal communication skills.

Education:

- Bachelor's Degree in Business, Hospitality, Recreation, Tourism, or related discipline (education may be substituted in lieu of relevant experience) preferred.

Experience/Training:

- Minimum of two years in a supervisory management position;
- Minimum of three years related experience in the hospitality or retail industry;

- Proficiency with Google Workspace, Microsoft Office software, and web-based applications required;
- Familiarity with Point-Of-Sale systems preferred;
- Familiarity with business cash handling procedures;
- Valid driver's license required; and
- Floral or event design a plus

Hospitality:

- Friendly and outgoing;
- Possess a positive and patient attitude;
- Possess excellent verbal communication skills;
- Possess excellent organizational skills; and
- Ability to multitask and juggle multiple projects.

Working Conditions:

- Must be able to stand and remain active for an eight-hour shift;
- Must be able to walk large areas of the Zoo as needed;
- Must be able to work in an outdoor weather environment in all seasons and weather, including heat/humidity, cold temperatures, and/or wet conditions;
- Ability to work a flexible schedule to include weekends, holidays, and special events;
- Must be able to exert up to 50 pounds of force to lift, push, pull, carry, or otherwise move objects; and,
- Exposure to potential environmental hazards such as poison oak/ivy, uneven terrain, insect bites/stings, and Hepatitis B depending on the position.

Equipment:

- Must be able to operate a variety of equipment including computer, telephone, two-radio, hand tools, power tools, golf cart, rides, etc.

Traits Desirable:

- Ability to work with individuals from a wide variety of ethnic, cultural and economic backgrounds;
- Strong organizational and communication skills; and,
- Ability to identify and resolve guest issues.

Benefits:

- Excellent benefits package including 24 days of Paid Time Off (PTO), Sick and Safe Leave, and 2 paid holidays.
- Eligible for medical, dental, vision, and short- and long-term disability and life insurance.
- 401K with employer match
- Zoo individual membership plus guest passes.

Disclaimer:

The statements above are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified. Therefore, management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change.

THE MARYLAND ZOO IN BALTIMORE

EFFECTIVE DATE: 2016

ESSENTIAL FUNCTIONS FOR THE POSITION OF: VISITOR SERVICES MANAGER

HOSPITALITY	SKILLS	EDUCATION/CERTIFICATION
(X) Patient	(X) Verbal Communication (English)	(X) High School
(X) Positive Attitude	(X) Phone	() Technical
(X) Amiable	() Negotiation	(X) College- Bachelor's Degree in Business, Hospitality or related discipline
(X) Courteous	(X) Written Communication	() Graduate School
(X) Knowledge of Etiquette	(X) Typing/Word Processing	() Certification: CPR, First Aid
(X) Self Control	(X) Computer Knowledge Basic Computer Skills	() Licensing: No License Required
(X) Tactful	(X) Math	
(X) Adaptability	(X) Logic/Reading	
(X) Professional Attire	(X) Driving	

EXPERIENCE	DEPARTMENT REQUIREMENTS	SENSORY
(X) Minimum of two years in a supervisory management role.	(X) Flexible Schedule to include weekends, holidays, and special events.	(X) Smile
(X) Minimum of three years related experience in the hospitality industry.	(X) Driver's License	(X) Visual Acuity
(X) Familiarity with business cash handling procedures		() Color Vision

PHYSICAL	INDEPENDENT LIFTING MAXIMUM	ASSISTED LIFTED
(X) Walk	() 20 lbs.	() 75 lbs.
(X) Stand and remain active for an 8 hour shift.	() 25 lbs.	(X) 100 lbs.
(X) Bend	() 30 lbs.	() 150 lbs.
(X) Reach	() 35 lbs.	() 150 lbs. Plus
(X) Sit	() 40 lbs.	
(X) Kneel	(X) 50 lbs.	
(X) Push/Pull	() Other	
(X) Carry	.	

EQUIPMENT	ENVIRONMENTAL
(X) Shuttle	(X) Holiday Scheduling
(X) Computer	(X) Shift Rotation
(X) Rides	(X) Outdoor - Must be able to work in an outdoor weather environment in all seasons and weather, including heat/humidity, cold temperatures, and/or wet conditions;
(X) Two Way Radio	
(X) Telephone	
(X) Golf Cart	

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Job Description Signature Sheet

Position: Guest Services Event Operations Manager

I have received a copy of the job description. I agree that it is my responsibility to read and understand the responsibilities and functions contained in it and that I, during my employment at the Maryland Zoo, may ask questions about this job description to my manager or the Human Resources Department. I understand that this is an official job description with the Maryland Zoo.

I also understand that nothing in this job description creates an expressed or implied contract of employment or a guarantee of employment for any term. I agree that the Maryland Zoo or I can terminate my employment at-will at any time, with or without cause or notice.

I further understand that the Maryland Zoo may at any time, assign or reassign duties and responsibilities for this job at any time.

Please Print Your Name

Employee Signature

Date