



Midpeninsula Regional Open Space District

VISITOR SERVICES MANAGER

DEFINITION

Under administrative direction, plans, organizes, manages, and oversees all functions and activities of the Visitor Services Department, including ranger patrol and enforcement activities, volunteer, docent, interpretation and outdoor education; coordinates assigned activities with and fosters cooperative working relationships among other District departments, officials, outside agencies, and the public; provides highly responsible and complex professional assistance to the Visitor and Field Services Assistant General Manager in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Visitor and Field Services Assistant General Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over management, supervisory, professional, technical, and administrative support staff through subordinate levels of management and supervision.

CLASS CHARACTERISTICS

This is an at will Department Manager classification that oversees, directs, and participates in all activities of the Visitor Services Department, including short- and long-term planning, development, and administration of departmental policies, procedures, and services. This class provides assistance to the Visitor and Field Services Assistant General Manager in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy, District functions and activities, including the role of the Board of Directors, and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives and for furthering the District's mission, goals, and objectives within general policy guidelines.

EXAMPLES OF ESSENTIAL FUNCTIONS *(Illustrative Only)*

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Assumes full management responsibility for all Visitor Services Department programs, projects, services, and activities; serves as Chief Law Enforcement Officer, Fire Suppression and Prevention Officer, Medical Services Officer, and Search and Rescue Officer for the District.
- Develops, directs, and coordinates the implementation of goals, objectives, policies, procedures, and work standards for the department; establishes, within District policy, appropriate budget, service, and staffing levels.
- Manages and participates in the development and administration of the department's annual budget; directs the forecast of additional funds needed for staffing, consultants, contractors, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.

- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities and performance evaluations; works with employees on performance issues; implements discipline and termination procedures; initiates and manages internal investigations; responds to staff questions and concerns.
- Contributes to the overall quality of the department's service by developing, reviewing, and implementing policies and procedures to meet legal requirements and District needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change.
- Confers with planners, consultants, and outside agencies, neighborhood and community groups, and the general public in acquiring information and coordination of encroachment, capital improvement projects, and related matters; provides information regarding these matters.
- Negotiates and administers mutual aid, radio dispatching, and communications agreements with outside agencies and organizations; meets with agencies to ensure contract provisions and service levels are met.
- Oversees the development of consultant requests for proposals for professional services and the advertising and bid processes; evaluates proposals and recommends project award; coordinates with legal counsel to determine District needs and requirements for contractual services; negotiates contracts and agreements and administers same after award.
- Represents the department to other District departments and the General Manager's Office, Board of Directors, elected officials, and outside agencies; explains and interprets departmental programs, policies, and activities; negotiates and resolves significant and controversial issues.
- Conducts a variety of departmental organizational and operational studies and investigations; recommends modifications to programs, policies, and procedures as appropriate.
- Participates in and makes presentations to the Board of Directors and a wide variety of committees, boards, and commissions.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of patrol and enforcement, volunteer management, interpretation and outdoor education of open space preserves, and other services as they relate to the areas of assignment.
- Maintains and directs the maintenance of working and official departmental files.
- Monitors changes in laws, regulations, and technology that may affect District or departmental operations; implements policy and procedural changes as required.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the General Manager or Visitor and Field Services Assistant General Manager.
- Assists in the negotiation and implementation of union contracts; chairs meeting and conference sessions to discuss draft procedures documents and solve problems; analyzes union proposals and makes appropriate recommendations.
- Maintains effective press and media relations; responds to difficult and sensitive public inquiries and complaints; recommends resolutions and alternative recommendations.
- Participates as a member of the management team; works cooperatively to address District issues, ensures overall health of the organization, fosters good communications between program staff, and provides consistent and professional management.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation, and evaluation, and supervision of staff, either directly or through subordinate levels of supervision.
- Public agency budget development, contract administration, District-wide administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Principles, practices, and procedures of park law enforcement, fire suppression and prevention, emergency medical response, and search and rescue.
- Local flora, fauna, cultural, and geological resources and methods and techniques of wild land resource protection and restoration and District lands and boundaries.
- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Methods and techniques for the development of presentations, contract negotiations, business correspondence, and information distribution; research and reporting methods, techniques, and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Provide administrative and professional leadership and direction for the department and the District.
- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
- Interpret, apply, explain, and ensure compliance with Federal, State, and local policies, procedures, laws, and regulations.
- Plan, organize, direct, and coordinate the work of management, supervisory, professional, and technical personnel; delegate authority and responsibility.
- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Effectively administer special projects with contractual agreements and ensure compliance with stipulations; effectively administer a variety of operations programs and administrative activities.
- Conduct effective negotiations and effectively represent the District and the department in meetings with governmental agencies, contractors, vendors, and various businesses, professional, regulatory, and legislative organizations.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Establish and maintain a variety of filing, record keeping, and tracking systems.

- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in park administration, resource management, law enforcement, natural sciences, or a related field and five (5) years of management experience in the protection, operation, or maintenance of parks, open space, forests, or public recreation areas and/or related facilities.

Licenses and Certifications:

- Possession of a valid California Driver's License.
- Possession of, or ability to obtain, a District approved Law Enforcement Training certification.
- Possession of a valid California Penal Code 832 certificate, for appointment as a peace officer.
- Possession of, or ability to obtain, a valid Professional Rescuer Cardiopulmonary Resuscitation (CPR) certification.
- Possession of, or ability to obtain, a valid First Responder or equivalent certification.
- Possession of, or ability to obtain, the level of certification in the Incident Command System courses as specified under the National Incident Management System (NIMS).
- Possession of, or ability to obtain, a District approved Fire Suppression Training certification.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, to operate a motor vehicle, and to visit various District and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may be exposed to blood and body fluids when rendering First Aid and CPR. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

EFFECTIVE: April 2016
REVISED: N/A
FLSA: Exempt