

VISITOR SERVICES COORDINATORDEFINITION

Under general supervision, performs public relations duties to publicize and market the Santa Ana Zoo as a private-party rental facility, as well as performs clerical, bookkeeping and supervisory duties to provide administrative support to the Zoo Manager and oversee the zoo's fee collecting activities and part-time personnel.

ESSENTIAL FUNCTIONS INCLUDE BUT ARE NOT LIMITED TO

Schedules and reserves zoo's amphitheater activities for community residents and private companies; provides assistance and additional information to customers and completes rental contracts; coordinates with concessionaires, zoo education and park maintenance staff for special events set-up and clean-up; prepares newsletter articles, press releases and develops promotional materials to promote and market City of Santa Ana Zoo; mails promotional materials to various organizations and follows up with telephone calls to promote amphitheater rental & use of zoo; counts money collected from previous day and matches the total to the cash register tape; completes bank deposit slips and inputs information into computer, including money received from education programs and food concession stand; transfers deposit information to monthly ledger; may transport money to a local bank; trains and supervises part-time cashiers, develops work schedules and may work ticket or elephant booth; answers telephones and may deliver mail between divisions; types memos and completes purchase requisitions; prepares and forwards payroll timesheets for part-time employees; maintains work schedule calendar of all zoo employees; assists zoo staff in coordinating public programs and special events.

DISTINGUISHING FEATURES OF THE CLASS

An incumbent in this class performs both clerical and paraprofessional functions in his\her capacity as both administrative support and bookkeeper. A primary, and growing emphasis of this classification is marketing and promotion of the zoo as a facility available for private parties and special events. The classification requires the incumbent to have both clerical and accounting skills, with an attention to detail and good organizational ability, as well as initiative, creativity, and good persuasive and writing skills. The incumbent works fairly independently and is responsible for supervision of part-time staff.

MINIMUM BASIC QUALIFICATIONS

Two years of experience in marketing, promotions, recreational programming or related work involving a great deal of public contact, or any equivalent combination of experience and education which provides the knowledge and abilities listed below:

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: marketing and promotional principals and techniques; general bookkeeping methods.

Ability to: act as liaison between customers and the zoo; supervise, train and evaluate part-time staff; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships with recreation staff, supervisors, community residents and private organizations.

CHARACTERISTICS OF SUCCESSFUL PERFORMERS

The successful performer enjoys working on a variety of different projects simultaneously and assisting community residents and private companies with the arrangement of special events and use of the zoo's amphitheater. This self-starter works well both as a team player and on an individual basis using initiative, creativity and good persuasive techniques to promote and market the City of Santa Ana Zoo.

Class title established per Council Resolution No. 93-039
effective 7-1-93