



Aquarium Operations Administrator #02880

City of Virginia Beach – Job Description

Date of Last Revision: 08-29-2019

FLSA Status: Exempt

Pay Plan: Administrative

Grade: 20

City of Virginia Beach Organizational Mission & Values

The City of Virginia Beach exists to enhance the economic, educational, social and physical quality of the community and provide sustainable municipal services which are valued by its citizens. The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance within the Virginia Beach Quality Service System. These Values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

Class Summary

Provide strategic and operational leadership to advance the Virginia Aquarium & Marine Science Center's mission and promote conservation of the marine environment. Oversee the operations of the Virginia Aquarium's animal/marine collection, exhibits, education, guest services, facilities, marketing, sales, membership, and aquarium life support. Manage business contracts for the Virginia Aquarium Foundation.

Representative Work Functions and Responsibilities

Evaluate and facilitate operations in assigned areas to support the strategic plan, annual operating plan and budget. Provide overall coordination of facility, guest services, husbandry, and business operations.

Oversee the collections. Meet and exceed all regulatory compliance and standards set by Association of Zoos and Aquariums (AZA) and other governing agencies and regulatory bodies. Provide oversight to the maintenance of AZA accreditation standards.

Partner with Veterinarian to provide animal care and collection planning to ensure a healthy, diverse and dynamic living animal collection.

Identify and drive new revenue; and evaluate the financial stability of existing programs, making adjustments as necessary. Provide strategic leadership to achieve revenue goals by setting performance expectations, coaching and motivating staff, and monitoring results.

Optimize the utilization of Aquarium resources to realize increased efficiencies, productivity, cost savings and brand awareness.

Monitor and evaluate key business metric data and trends; develop strategies to adapt Aquarium operations, marketing and programming to drive increases in revenue and missional impact.

Formulate and revise policies and strategic plans.

Provide support to the Director in the oversight and management of the organization, including overall operations, contracts, service agreements, facility needs, issues management, and projects. Assist Director with ensuring the safety and security of Aquarium staff, volunteers, visitors, collections and facilities; as well as ensuring adequate emergency preparedness and response. Has Director's authority

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in all operating matters if Director is unavailable and timely decisions are required. In the absence of the Director, has full decision making authority and responsibility for the Aquarium as a whole.

Develop synergy with and between supervisors and staff; and provide guidance, direction and vision to maximize and develop staff potential, knowledge, skills and abilities to enhance performance.

Assist the Director and Chief Finance Officer with developing and monitoring Aquarium, Foundation and capital improvement project (CIP) budgets.

Provide guidance and oversight to subordinate supervisors in the development and maintenance of section and project budgets. Ensure responsible spending for the efficient and effective use of resources. Work with section supervisors to develop revenue generating opportunities and innovative programing.

Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described or less. Individual assignments will be determined by the supervisor based on then current workloads and department needs.

Performance Standards

Effectively coordinate operations to ensure enhanced guest experiences, collaboration between sections, and attainment of business goals for increased growth and revenue. Meet or exceed strategic and operational milestones and goals; and develop and/or revise policies that effectively communicate operational guidelines and parameters. Effectively supervise staff.

Minimum Qualifications

Requires a Bachelor's Degree in Business, Public Administration, Nonprofit Management or related field plus seven (7) years of related experience, including a minimum of five (5) years of experience in a supervisory role, utilizing the required knowledge, skills and abilities; or any combination of education (above the high school level) and/or experience equivalent to eleven (11) years, including a minimum of five (5) years in a supervisory role, in fields utilizing the required knowledge, skills, and abilities, such as business, public administration, nonprofit management or related field.

Must have, or obtain, a current and valid Virginia or North Carolina driver's license in accordance with Virginia or North Carolina DMV driver's license eligibility requirements.

Preferred Qualifications

Bachelor's degree or higher in business, public administration, nonprofit management or related field. Experience working in a zoo, aquarium or cultural institution in a senior level position. Experience managing large capital improvement project budgets. Experience working with large non-profit boards. Experience creating and implementing strategic plans. Experience creating and implementing comprehensive marketing and public relations plans. Experience overseeing day-to-day operations of a large publically visited organization.

Special Requirements

All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

Positions within this class have been designated as Alpha I positions requiring employees to work during inclement weather, regardless of the City's operational status.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.

Knowledge-Skills-Abilities Required to Perform Satisfactorily

A. Knowledge

1. Knowledge of the principles of staff supervision, human resource management, and staff development.
2. Knowledge of fiscal management and accounting practices.
3. Knowledge of professional aquarium practices.
4. Knowledge of non-profit practices.
5. Knowledge of public relations techniques.
6. Knowledge of city and departmental policies and procedures.
7. Knowledge of Equal Employment Opportunity (EEO) and diversity practices.

B. Skills

1. Skill in the application of principles of aquarium management including supervision, administration, and leadership of professional, technical and support personnel in all assigned divisions.
2. Skill in the analysis and evaluation of statistical data.
3. Skill in writing and public speaking.
4. Skill in developing and administering operating and project budgets Skill in problem solving, planning and organizing resources.
5. Skill in leading, developing, monitoring and evaluating short and long range strategic planning.
6. Skill in providing feedback to unit managers in assigned areas to align the work of all units and to remove impediments for progress.
7. Skill in effectively writing policies and procedures.

C. Abilities

1. Ability to coordinate and supervise the work efforts of all assigned sections to ensure optimum productivity and efficiency.
2. Ability to establish and maintain effective working relations within the organization and with other public and private agencies, including citizens and the media.
3. Ability to communicate and express ideas effectively, both orally and in writing.
4. Ability to learn and apply new organizational development and leadership models.
5. Ability to make adjustments in operations in response to key metrics and trends.

Working Conditions

The below stated working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position (PCN) level.

NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City's business.

Physical Requirements: *Physical refers to the requirement for physical exertion and coordination of limb and body movement.*

Sedentary work that involves walking or standing some of the time, routine keyboard operations, and exerting up to 10 pounds of force on a regular and recurring basis.

Mental Requirements: *Mental refers to the degree that the job involves cognitive activities, and use of*

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mental processes.

Performs advanced professional level work in the analysis or interpretation of methods of an administrative or legal nature and formulates recommendations on the basis of such analysis; requires sustained, intense concentration for accurate results or continuous exposure to unusual pressure.

Environmental Conditions: *Environmental refers to job conditions inherent to the job setting, including those that may lead to injury or health hazards even though precautions have been taken.*

The job may risk exposure to bright/dim light, dusts and pollen, extreme heat and/or cold, wet or humid conditions, noise, animals/wildlife, and traffic.

Sensory Requirements: *Sensory refers to hearing, sight, touch, taste, and smell required by the job.*

The job requires normal visual acuity, field of vision, hearing and speaking.

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