



Aquarium Programs Supervisor #03172

City of Virginia Beach – Job Description

Date of Last Revision: 02-12-2020

FLSA Status: Exempt

Pay Plan: Administrative

Grade: 10

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

Facilitate the development, implementation, and evaluation of programs and special events for ticketed guests. Perform research and analysis of existing Aquarium programs to improve guest satisfaction and to meet the mission of the Virginia Aquarium & Marine Science Center. Oversee the general experiences for ticketed guests, addressing and resolving customer service issues, identifying gaps and opportunities to improve the guest experience. Supervise and develop staff to ensure delivery of quality educational and interactive experiences. Provide professional level administrative staff support to the section coordinator.

Representative Work Functions and Responsibilities

Evaluate, identify, and actively drive all high level guest engagement opportunities to improve the guest experience, including but not limited to educational programs, animal encounters, interactive experiences, individual guest engagement, and improvements to existing exhibits and guest traffic flow. Work with senior staff across sections to implement changes that meet or exceed guest expectations. Develop and monitor key metrics to effectively evaluate success.

Assist the Aquarium Guest Services Coordinator and other senior staff with developing strategic plans; determine resources needed to fulfill the Aquarium's mission; assist with developing and monitoring section budget.

Oversee the development, implementation and management of work plans, including schedules, staffing, and tasks for all guest engagement activities; negotiate and obtain outside resources within established parameters as needed.

Supervise, mentor, and develop direct reports, including staff, volunteers and interns, using a collaborative approach that assigns accountabilities, assists in setting priorities, improves communications, monitors and evaluates results, and addresses any gaps or deficiencies as needed.

Serve as manager on duty on a rotating basis, ensuring that the day-to-day operations of the Aquarium run smoothly, including handling guest-related issues and coordinating the appropriate response to any incidents that may occur.

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Communicate with section leaders to identify guest experience training needs and create development plans for teams and individuals.

Respond orally and in writing to staff and citizen inquiries to resolve questions or complaints relative to Aquarium programs and operations.

Assist in the writing and administration of contractual and service agreements and act as a section liaison as required to ensure compliance with all contractual specifications.

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

Adequately demonstrate ability to develop, direct, manage, and maintain guest engagement programs including coordination and collaboration with staff and volunteers in a highly professional and efficient manner; accurately and consistently monitor section budget; prepare reports and analysis in a timely and proficient manner; adequately coordinate activities with other sections and departments to facilitate the achievement of Aquarium goals; satisfactorily communicate with staff and general public; demonstrate commitment to excellence in guest experience; demonstrated ability to create and implement programs scaling from one-on-one facilitated conversations to large scale public events; effectively supervise direct reports and engagement teams.

Minimum Qualifications

Requires a Bachelor's degree or higher in business administration, public administration, education or other related field; plus four (4) years of experience in a guest/customer focused cultural attraction, zoo, aquarium, park, museum, themed entertainment venue or similar facility, and associated with such positions as Visitor Services/Guest Services Manager or Program Educator; or any combination of education (above the high school level) and/or experience equivalent to eight (8) years in fields utilizing the required knowledge, skills, and abilities.

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

Two (2) years of experience developing, implementing and evaluating guest programs in cultural attractions, zoos, aquariums, parks, museums, themed entertainment or related industry. Direct supervisory experience including hiring, training, evaluating performance and providing feedback. Experience resolving customer concerns or complaints. Experience leading work teams comprised of members from a variety of sections. Experience developing business, program or project plans. Experience monitoring budgets, including revenues and expenditures. Experience analyzing metrics data. Experience in developing and maintaining effective working relationships with members from all levels of the organization. Excellent organizational skills, self-starter and ability to work autonomously and with teams. Advanced skill and experience with Excel, Word and Outlook. Excellent written and verbal communication skills.

Special Requirements

Must be available to work evenings, weekends, holidays, and overtime when required to meet operational needs.

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 customer service techniques.
2. Knowledge of diversity and accessibility principles and practices to ensure compliance with the Americans with Disabilities Act (ADA).
3. Knowledge of industry trends in guest engagement, guest experience, and informal educational programming.
4. Knowledge of Aquarium and City of Virginia Beach policies and procedures
5. Knowledge of customer service and/or hospitality industry techniques and methods that contribute toward providing an exceptional guest experience.

B. Skills

1. Skill in supervising staff, including organizing, motivating, scheduling, directing, reviewing and disciplining staff.
2. Skill in monitoring budgets including revenues and expenditures.
3. Skill in establishing and maintaining good working relationships with co-workers, staff, partners, and public.
4. Skill in analyzing metrics to implement and revise programs.
5. Skill in oral and written communication.
6. Skill in recognizing potential and existing problems and determining appropriate solutions.
7. Skill in operating a computer and City standard software applications.

C. Abilities

1. Ability to plan, organize and direct in an effective manner.
2. Ability to resolve guest concerns in a professional and tactful manner.
3. Ability to organize problems and initiate timely corrections.
4. Ability to communicate effectively with staff, volunteers, vendors, and public.
5. Ability to give and follow directions.
6. Ability to maintain effective working relationships with Aquarium staff, members, guests and other people, groups or organizations with which the Aquarium has contact.
7. Ability to be creative and innovative in determining guest engagement programming.

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.*

Requires occasional light to medium physical work with occasional pushing, pulling, carrying, walking, standing, stooping, lifting and raising objects; exerting up to 50 pounds on an occasional basis may be required; ability to lift or move objects or participants weighing more than 50 pounds, with assistance, may be required occasionally; and extensive keyboard operations.

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

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mental processes

Performs professional level work requiring the knowledge, interpretation, and application of principles and practices of a wide range of administrative, technical, or managerial methods in the solution of administrative or technical problems; recommends and applies general understanding of operating policies and procedures to solve complex administrative problems; requires continuous, close attention with extended periods of concentration for accurate results or occasional 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.*

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

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, speaking, color perception, and depth perception.

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