



POSITION AVAILABLE

DIRECTOR OF GUEST EXPERIENCE

Basic Purpose and Responsibilities:

The Director of Guest Experience oversees a high-volume guest-facing operation that provides an efficient, high-quality guest experience from entry to departure at the Buffalo Zoo. In this role, the Director of Guest Experience is expected to embrace and model excellent customer service, run efficient business operations, and develop high team morale, while managing day-to-day guest facing operations of the Zoo. This individual will be responsible for the operation of our Guest Experience (GE) Department at the Buffalo Zoo which includes Admissions, Attractions and Rides, Switchboard, Guest Relations, Face Painting, Birthday Parties, and overseeing the Clean Team janitorial & support services. This position also manages partnership relationships with contracted vendors. This position reports directly to the President/CEO, and is a member of the Zoo's leadership team.

Compensation / Benefits / How to Apply:

This is a full-time, exempt position. Annual salary range is **\$65,000-\$80,000** commensurate with experience. Some of the benefits available include health plan, HRA/HSA, FSA, life insurance, long term disability insurance, dental, vision, 403B retirement plan, annual leave, holiday, and sick time benefits. Benefits are available after the successful completion of a probationary period review at 60 days of work (sick time available upon hire).

To apply, please send resume and cover letter in **Word document or PDF** using subject line: GE Director by email to: buffalozoojobs@buffalozoo.org

No telephone calls please. Position open until filled. For more information about the Buffalo Zoo, please visit our website by the following link: <http://www.buffalozoo.org>

The Buffalo Zoo:

As one of the crown jewels of Western New York's cultural and recreational attractions, the Buffalo Zoo welcomes 400,000+ guests on an annual basis. The Zoo sits on 23.5 acres and is home to over 750+ animals, supports many conservation programs, and is a highly regarded educational facility. Being the third oldest zoo in the country, the Buffalo Zoo is proud to have several buildings of historic significance on its campus. The Zoo is operated by the Zoological Society of Buffalo, Inc., under a lease agreement with the City of Buffalo. Since 2000, more than \$50 million worth of capital improvements to habitats and infrastructure have been completed with an additional \$14+ million worth of projects currently under construction. Our mission of **Building Community → Creating Connections → Saving Wildlife** is guiding our master plan that was recently developed. This master plan will guide the growth and development of the Zoo for the next twenty years.

Essential Functions:

- Oversee the daily functions of the Guest Experience staff through hands-on leadership including leading the Guest Experience Department's efforts in ensuring a positive guest experience for both daytime visitors as well as at Zoo-wide festivals, special events, birthday parties, and select private events that are staffed by the GE Team.
- Provides leadership, supervision, and oversight to the Guest Experience Manager, Guest Experience Assistant Manager, Administrative Assistant/Switchboard, and Guest Experience and Clean Team workgroups. This includes full-time, part-time, and seasonal employees. Plans, schedules, and directs all work activities of the Guest Experience Team (which includes but may not be limited to the admissions, switchboard/shipment receiving, group sales, membership sales, rides and attractions, Clean Team, and parking areas).

- Supervises and motivates Guest Experience Team, including assisting in the selection of personnel, training, resolution of performance issues, and the evaluation of personnel performance. Provides a motivating environment for associates to perform and develop to their best potential. Coach, guide, and create an environment where people work as a team, and empower each other by being patient, kind, humble, respectful, forgiving, honest and committed when interacting with one another and the guests. Train team members to engage and educate guests about the zoo/exhibits/animals as they answer common questions.
- Ensures multiple daily rounds of the campus by the Guest Experience supervisory team to recognize outstanding staff efforts or troubleshoot staff/guest frustrations. Also inspecting all locations prior to opening, throughout the day, and after closing, ensuring all areas meet the expectations in the areas of cleanliness, safety, appearance, and experience.
- Monitor guest feedback to look for guest trends and use good judgment to resolve onsite complaints to the guest's satisfaction. Serves as a role model in providing exemplary guest service and concern resolution. Establishes guest recovery standards and programs.
- Oversees cash control, monitoring each function's respective cash handling, return and void procedures, and reconciliation. Ensure proper cash protocols are being followed by team members, including auditing and revenue discrepancy reporting.
- Assist all guests of the Buffalo Zoo (to include members and groups) with their ticketing needs, including general admission, tours and special events. Oversees the coordination and processing of group visits to the Zoo including presale, school group and consignment tickets.
- Work collaboratively with other departments including but not limited to Facilities, Animal Care, Safety/Security, Education, Marketing/Events, and Development.
- In coordination with the Events Coordinator and Marketing and Events Team, provides leadership and vision for special event operations. Serves as a key member of the Special Event Team to plan, coordinate, and implement public events including Easter Eggsperience, Breakfast with Santa, Zoomagination, Boo at the Zoo, and other similar events as well as coordinate private events as needed. This includes additional staffing/coverage as needed and providing input for improvements and efficiencies.
- Oversees parking lot management and flow operating procedures (e.g., bus drop-off, guest pathways), including crowd control.
- Manages and oversees partnership relationships including third-party vendors such as catering/food, concessions, gift shop, face-painting, rides, and photography. Ensures contracted vendor's attention to quality, service, and cleanliness, and adherence to Buffalo Zoo policies and procedures.
- Works with associated personnel in monitoring revenue for added value experiences and ensures goals are met (e.g., membership sales in Admissions, Animal Encounter/special tour sales, and added-value experiences).
- Assist in managing any onsite add-on programs or revenue generating areas (bird show, budgie feeding, stunt dog shows, etc.) as assigned.
- With the CEO and the CFO, develops a yearly department budget. Monitor expense budgets and payroll records, and review of financial transactions in order to ensure that expenditures are authorized and budgeted.
- Serves as a key contributor in advancing technology initiatives that enhance the guest experience, particularly the ongoing maintenance of a ticketing and point-of-sale system.
- Maintains attractive, clean and organized Guest Experience areas.
- Orders and tracks inventory supply and works cross functionally to correct or repair equipment and functionality issues.
- Reviews all departmental policies and procedures on at least an annual basis-more often as needed, and revises/updates and establishes new policies and procedures as necessary and appropriate.
- Demonstrates a continual interest in and knowledge of duties assigned, developing a personal plan to ensure the Zoo always is aware of the most modern and efficient methods with regards to Guest Experience.
- Must deliver exceptional customer service by engaging with guests on a regular basis to create a friendly, memorable and positive experience. Ability to respond to common inquires, requests, or complaints from guests and/or staff in a kind and courteous manner.
- Ability to effectively promote the organization.
- Possess a can-do attitude, be resourceful, and communicate respectfully with everyone.
- Interact with courtesy, professionalism, and respect to staff, docents, volunteers, and guests consistent with the organization's mission and core values.

- Verbal and written ability to communicate with Zoo staff. Able to interact positively with a variety of individuals from varied socioeconomically backgrounds frequently.
- Performs other duties as assigned.

Position Qualifications

To perform at a proficient level and be fully qualified, a person would expect to have:

Education (Minimum Desired):

- Associate's Degree
- Bachelor's Degree (preferred)

Experience (Minimum Desired):

- Four or more years' previous customer service experience required, ideally at a high-volume attraction, zoo, aquarium, theme park, museum, hospitality, or sports franchise.
- Three or more years of supervisory experience. Supervising and managing a seasonal workforce is a plus.
- Three or more years' cash management experience. Must have the ability to handle and account for large sums of money.
- Experience working at the administrator level in a point of sale system preferred.

Special Skills:

- Demonstrated ability to supervise, motivate and carry forward an atmosphere that promotes a positive team environment and the highest quality guest experience.
- Friendly, outgoing and proactive approach. Possess strong communications and interpersonal skills with an ability to offer positive and constructive feedback to team members.
- Ability to prioritize daily work and demonstrate time management skills with an aim toward continuous improvement and results.
- Quick adaptation and problem-solving skills, with the ability to exercise good judgment and a professional and poised attitude in changing and sometimes stressful environments.
- Strong attention to detail.
- Technical and computer skills a plus. Working knowledge of Microsoft Office software is required.

Other:

- This position is Tuesday through Saturday or Sunday through Thursday - depending on Zoo needs for seven-day Director/manager-level support, as well as the high-volume attendance on weekends. This position may be required to work additional weekend days, evenings, and holidays, therefore ability to work a flexible schedule including week days, weekends, evenings, holidays and school breaks as needed is required.
- Required to be able to respond in a timely fashion as necessary to emergencies.
- Enthusiastic, self-reliant, independent attitude and approach to work. Must be able to multi-task and be a team player.
- Must support Buffalo Zoo's Vision, Mission and Core values.
- Must support the Buffalo Zoo's DEAI values.
- Must possess or be able to obtain within 30-days of employment a valid New York State driver's license and have an average or better driving record based on the evaluation process of our insurance company. Retention of position is contingent upon maintaining required license. Must upgrade to classification appropriate to requirements (non-CDLC or CDL class).
- Successful completion of a post-offer pre-employment general medical screen and drug test.
- Successful completion of a post-offer pre-employment background check.
- Must understand the requirements, essential functions and duties of the position as per the job description, and certify such by signing the job description acknowledgement form prior to first day of work.
- Must be able to operate a computer, two-way radio, telephone system, and software on computer, printer, etc. after training.
- Must be willing to comply with department's Personal Protective Equipment (PPE) policies and procedures.

- Must provide proof of negative TB test at hire (within the last 12 months). TB test conducted annually.
- Regular attendance and punctuality are essential functions of the position.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to stand; walk; use hands; reach with hands and arms; stoop, kneel, crouch, or crawl and talk or hear. Use computer hardware and software for extended periods of time (repetitive motion). Sitting for long periods of time. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus.

While this job description attempts to describe the essential functions of the position, it does not prescribe or restrict the tasks that may be assigned. It does not restrict management's right to assign or reassign duties or responsibilities to this job at any time. The overall work environment while performing this job includes exposure to weather conditions and the noise level is usually moderate. The employee is expected to adhere to all policies and to act as a role model in the adherence to the policies.

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