

Retail and Admissions Manager

FULL-TIME SALARIED POSITION

DEPARTMENT: Operations

FLSA JOB STATUS: Exempt

REPORTS TO: Director of Operations



SUMMARY: The Admissions and Retail Manager is directly responsible for developing and leading a superior admission and retail department. Under the supervision and guidance of the Operations Director, this role is challenged with ensuring that all transactional aspects of the guest experience when they arrive at the park ticket windows, while they are in the waterpark and when they exit the park are optimized, efficient and exceed standards. As a subset of administration responsibilities, this role will support and assist all department directors in the effort to recruit, retain and train employees.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Directly manage the Retail, Admissions, and Guest Services Departments.
- Ensure that admission processes run smoothly and efficiently, with a focus on both exceptional guest service and safety. This includes but is not limited to: accurate and quick season pass processing, thorough Health Screening of guests, consistent and thorough bag search and metal detection, ticket/season pass scanning, accurate re-entry/exit counts, and monitoring of park capacity to meet government requirements.
- Manage the Guest Services email and respond to customer concerns. Routing to the appropriate departments, directly resolving general or department specific complaints and escalating to the next level as needed.
- Completing guest service investigations as needed to remedy and ensure the best guest experience. Communicating between departments to resolve customer related issues.
- Support HR and Administration functions of the park including providing office coverage in the off season, supervision of the administration team as needed, attend local hiring events to recruit seasonal staff, etc.
- Recruit, hire, and train team members for the Admission and Retail Departments.
- Ensure that each retail outlet (Gift Shop, Candy Shop & Ice Cream Cart) is stocked with all essential merchandise/products to ensure optimal sales through placing orders and rotating stock from storage areas to the sales floor.
- Responsible for the ordering of uniforms and maintain uniform inventory.
- Establish and oversee operational quality standards, including cleanliness, product availability, merchandise and displays.
- Develop specials and promotions designed to drive revenue.
- Enact loss prevention procedures.
- Ensure that inventory counts are conducted in an accurate and orderly manner.
- Conduct frequent walk throughs during the operating day to ensure that the highest possible standards of safety, guest service, cleanliness, and efficiency are met. Model desired behaviors consistently.
- Create weekly schedules to ensure proper staffing levels are achieved.
- Monitor weekly labor reports and labor budgets to ensure labor is managed to the budget.
- Ensure team leaders and members follow all policies and procedures, such as cash handling procedures, safety, guest services and operating standards.
- Ensure that department training programs are implemented and documented to achieve compliance with local/state/federal laws, park procedures and industry standards. Review and refresh department training programs annually and as areas of improvement are discovered.
- Develop skill level, talent and leadership of department team members. Supervise, train and develop seasonal supervisory staff into competent, motivated and strong leaders.
- Maintain positive attitude and behave with kindness and empathy towards others. Utilizing these qualities to ensure that excellent customer service is provided to both our external customers (guests) and our internal customers (team members.)
- Meet financial objectives by forecasting requirements; preparing annual budgets for each department, including recommendations for capital expenditures; scheduling and managing expenditures; analyzing variances; implementing corrective actions.
- Implement strategies to grow revenue, per caps and profitability for the in-park spending departments. Proactively explore ideas for new revenue opportunities.
- Perform in-depth analytics to understand performance vs. goals, identify critical issues and opportunities and develop necessary action plans. Use various reports including revenue/sales reports, income statements, labor reports, cost of sales reports, staffing reports, and inventory reports.

- Ensure all local, state, and federal regulations for food service operations are maintained for food products sold in retail outlets.
- Stay up to date on industry trends related to food & beverage and merchandise.
- Assist with resolving IT related issues.
- Other duties as assigned.

SKILLS / QUALIFICATIONS / REQUIREMENTS:

- Highly developed interpersonal, verbal and written communication skills, including presentation skills; ability to communicate clearly
- Demonstrated ability to lead people and get results through others.
- Ability to organize and manage multiple priorities.
- Must have the ability to make recommendations to resolve problems or issues and to effect continual improvements by using judgment that is consistent with standards, practices, policies, procedures, regulation or government law.
- **Education:** College Degree preferred
- **Experience:** 3 to 5 years of Retail, Guest Service, or Food and Beverage Experience or theme/waterpark supervisor experience. Prior theme/water park experience highly preferred but not required
- **Computer Programs:** Proficient in MS Word, Excel, PowerPoint, and Outlook.
- **Travel:** Must possess a valid driver's license.
- **Schedule:** Must be able to work varied shifts, including holidays and weekends.

PHYSICAL DEMANDS:

- Must be able to walk or stand for long periods of time
- Requires occasional kneeling and bending.
- Requires occasional reaching above shoulder, pushing and pulling.
- Requires occasional lifts and carries up to 30 pounds.
- Requires occasional carries up to 100 pounds with the assistance of a two-wheel hand truck.
- Requires manual and bi-manual dexterity, fine and gross motor skills, eye/hand coordination, near vision, hearing, and speech.
- Ability to work in a hot and humid environment for extended periods of time.