

POSITION TITLE: Guest Relations Manager
DEPARTMENT: Guest Relations
REPORTS TO: Executive Director

POSITION SUMMARY:

Butterfly Wonderland's Guest Relations Manager is responsible for the overall operations of the admissions in Butterfly Wonderland inclusive of sales, profitability, assisting in hiring and training personnel while facilitating all aspects of the overall performance of staff and sales.

Manager is responsible to be part of the overall management team in assisting with all operational solutions that may occur.

Will be required to work all weekend days, major holidays as allocated.

*This is a salary exempt position and requires a minimum of 42.5 hours of work weekly. Holiday hours are required to be worked throughout the year. These days are within the salary hour compliant rules of no overtime or holiday. Butterfly Wonderland extends to all managers due to these requirements 3 extra PTO days to compensate. *

MAJOR DUTIES AND RESPONSIBILITIES:

- Friendly, positive attitude with experience in sales management; preferably entertainment venues
Multi-tasking abilities
- Communication is of key importance with leadership, suppliers, guests, and staff
- Customer service focused; ability to handle guest issues and make a professional judgement and decision
- Ability to cohesively work with all management staff on creating an environment of customer focus, education, and entertainment. Participate in management meetings. Share closing responsibility.
- Problem solver – as in guest relations all sorts of solutions may be required daily and a high comfort level is needed as well as independence to solve
- Manage a staff of 6+ in admissions
- Assist in the daily operations a cohesive team that can be exchanged at any time for fulfilling sales of memberships, tickets for all venues, retail sales, guest service information, guest recoveries
- Environment can be fast paced and full of changes, daily stresses, able to be comfortable handling a variety of situations. Manage all areas of ticketing operations, coupons, vouchers, visitor guides, invoicing and all supplies
- Work close liaison with marketing team, OA GR team in regards to admissions promotions, pricing, events
- Create and be active in promotions to induce higher sales
- Strive and focus daily on the sales goals, empowering all sales staff to participate
- Ability to hire and train all sales personnel to achieve the level of sales expected; to empower staff; to coach and train and review with Executive Director any suggestions of hiring, releasing, reviews, policies and pay increases
- Ability to assist in coaching admissions in upselling to annual passes for AZB
- Ensuring all cash procedures practiced by all employees are handled proficiently and correctly daily; work closely with Accounting Department to ensure all policies and procedures are followed
- Create scheduling of staff to business needs of the company and setting schedules a minimal of 7 days ahead. Alteration of any schedules to cover the urgency of holiday coverage, high volume sales periods in staff levels
- Be knowledgeable/aware of any/all comments on purchase orders pertaining to merchandise

- To maintain a copy of the Revenue/Retail SOP/GR SOP for reference on procedures that may arise for review
- Manage POS system, cross train staff on system, policies, procedures, customer service, admissions assistance as needed
- Work a close liaison with maintenance department after daily inspection of all store lights, carpet, wall fixtures and wall repairs
- Order all supplies needed for a successful guest experience
- Prepare daily, weekly deposits for Accounting Department for bank drops as directed by Accounting Department
- Handle any incidents of guests being injured and familiar with Crisis Plan protocol. Identify as a first/second responder in emergency situations.
- All other duties as assigned by Executive Director

REQUIRED EXPERIENCE:

- Experience in sales, customer service, cash handling, loss prevention, inventory management systems and reports
- 2-3 years' experience in sales, customer service
- 2 year experience in operations and management of retail/guest relations
- Willing to learn.

PHYSICAL AND MEDICAL REQUIREMENTS:

- Successful completion of pre-employment drug screening and background check
- Allergies related to animals or plants, which might interfere with ability to work, must be controlled by medications or protective equipment.
- Ability to operate a computer and keyboard
- Ability to sit and stand for long periods of time
- Employee must be able to occasionally lift or move, carry, push, or pull up to 50lbs.
- Ability to stand for long periods of time, as well as walk.
- Ability to use hands to finger, handle, or feel; and reach with hands and arms.
- Ability to balance, stoop, kneel, crouch, climb stairs, or crawl.
- Required to frequently talk and hear.
- No impairment of sight, smell, hearing, touch, balance and agility of movement which might interfere with ability to work.
- Must be able to take/administer directional cues directly or indirectly.
- Ability to work in an environment that may be loud at times.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Signatures

This job description has been approved by all levels of management:

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____

