

EAST BAY REGIONAL PARKS DISTRICT

INTERPRETIVE SERVICES MANAGER

GENERAL FUNCTION:

Under general direction, this position exercises first level management responsibilities and provides direction and overall management of the District's interpretive and educational services programs, and facilities. Assists the Department chief in planning, developing, and achieving operational goals and standards by coordinating and overseeing the interpretive operations of the District. Performs representational duties related to assigned functions.

ESSENTIAL FUNCTIONS:

Serves as program manager, providing direct supervision to first-line supervising naturalists at visitor center facilities and park areas of the Interpretive Services Unit. Analyzes District-wide interpretive needs and oversees program development. Key program objectives include providing interpretive and educational opportunities for schoolchildren, families, organized groups, and the general public, and performing outreach activities to a variety of socio-economic groups that are non-traditional users of interpretive programs and services. Oversees and guides the development of the volunteer docent interpretive program. Oversees the delivery and assesses the quality of interpretive and educational services and programs to the general public. Oversees the function of the visitor center sales operations. Develops a well-rounded marketing plan to promote the District's interpretive services and programs through a variety of media in combination with other District units and departments. Collaborates with Exhibit Design to ensure the quality and appropriateness of the exhibits and displays within the visitor centers. Ensures senior management policy, programs, goals, objectives and guidelines are understood and met. Assists in resolving internal operational problems and coordinates with other District departments and staff in resolving broader problems and issues. Exercises second level supervisory responsibilities over a large workforce of regular and temporary naturalists, park rangers, support personnel and part-time/seasonal employees, and indirectly over a number of docents, volunteers and/or contract concessionaires. Provides leadership to set standards for visitor centers and parks spread over a wide geographic area in Alameda and Contra Costa counties. Assumes overall responsibility for a significant Operating and Capital budget. Develops, justifies and defends proposed budget submissions. Confers regularly with the Chief of Interpretive and Recreation Services, with Unit staff, and with staff from other District departments to address issues.

Performs representational duties internally and externally with unit staff, District departments, outside agencies, concessionaires, special interest groups and the general public. Participates in negotiating and monitoring contracts, leases and agreements; responds to public agencies, public inquiries and complaints; makes public presentations and maintains good public relations. May also serve as a District representative to external organizations related to the Unit. Develops and maintains effective collaborative relationships with other District departments as well as with other agencies and the private sector to offer joint programs that expand interpretive opportunities at District parks and facilities. Represents the District with print and broadcast media. Ensures that the District's fiscal interests receive maximum attention and that decisions are consistent with overall District goals and objectives related to interpretive services. Serves on internal District committees, working groups and/or ad hoc task forces, providing interpretive expertise and contributing to the attainment of successful results. Prepares and reviews a variety of correspondence, Board material, manuals, and reports. Assists staff in

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personnel and labor relations matters. Develops interpretive operational standards and competencies, evaluates staff's performance regarding these standards and competencies, and motivates staff toward improvement if necessary. Monitors and directs in-house interpretive staff development. On call to respond to a wide range of potential public operational emergencies, as well as disasters caused by fire, flood, earthquake, or other natural events.

MINIMUM QUALIFICATIONS:

Education: Bachelor's degree from an accredited college or university in a park management, environmental science, natural science, public administration, or closely related field.

Experience: Four years of experience in interpretation. At least two of the four years should be at a supervisory level. Additional experience in park and facility maintenance is desirable.

Substitution: A Master's degree in park management, environmental science, natural science, public administration or a closely related field may be accepted as an equivalent to a maximum of one and a half of the required four years of experience.

OR AN EQUIVALENT COMBINATION OF EDUCATION AND EXPERIENCE

KNOWLEDGE SKILLS AND ABILITIES:

Thorough knowledge of interpretive management philosophies, techniques, principles and practices. In addition, an adequate knowledge of natural and cultural history in general and specifically as it applies to this area is required. Must have general knowledge of routine parks and facilities maintenance. Knowledge of park design, exhibit design, marketing principles, revenue generation philosophies, and labor relations principles. Must possess significant knowledge of management and supervisory principles and practices, and sound judgment and leadership skills. Well-developed verbal and written communication skills and the ability to work cooperatively with divergent groups are also required.

SPECIAL CONDITIONS OF EMPLOYMENT:

A valid California state driver's license is a condition of initial and continued employment in this position.

REPORTS TO: Chief, Interpretive and Recreation Services

Employment Category: Management, Range MG03
Adopted by Board: December 14, 2004
Resolution No.: 2004-12-272
Approved by General Manager: May 4, 2005