

## POSITION DESCRIPTION

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**POSITION TITLE:** Education Department Manager

**UPDATED:** April 2017

**SUPERVISOR'S TITLE:** Zoo Operations Manager

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### POSITION PURPOSE

The Zoo Education Manager organizes and manages all aspects of the Education Department of the Virginia Zoo and plans, develops and administers educational programs for the institution. Responsibilities include working with the Zoo's leadership team and Zoo Society Board to develop and deliver a broad range of educational programming to Zoo visitors, and the community, which supports the mission of the Zoo and the market in which it operates.

### POSITION ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

#### ESSENTIAL FUNCTIONS

- Plan, develop, implement and/or oversee all educational content for Zoo education programs, to include programming for all ages, on- and off-site, free and fee-based.
- Responsible for training all full time education staff and directing training programs for front-line education staff, including hosts, instructors, program assistants, education specialists, coordinators, and volunteers.
- Interview, hires, and evaluates work performance of Education Department staff.
- Prepare and manage budget for education department programs.
- Prepare monthly, quarterly and annual reports on education audiences and efforts.
- Continually evaluate programs and their effectiveness, based on feedback, attendance, profit, etc.
- Must keep up-to-date with the latest developments in exhibit and classroom learning concepts, techniques and innovations.
- Recommend, develop and schedule continuing education and development courses for department staff and volunteers.
- Develop, design and maintain all educational components on Zoo grounds including, but not limited to, classrooms, exhibit graphics, interactive educational exhibit features and other signage.
- Plan, develop and implement on-site education events to showcase zoo animals and zoo conservation efforts and coordinate staff and volunteer involvement.
- Plan and implement informal interpretive opportunities for guests around the Zoo
- Coordinate with Marketing and PR Department to manage web content and advertise education programs.
- Coordinate with Animal Services Department to direct program animal collection.
- Direct spring and summer camp programs, adhering to state child day center rules and regulations. Manage instructors in the development and implementation of camp content.
- Plan, develop, and implement all aspects of teen volunteer program, the Conservation Youth Team.
- Oversee college internship program.
- May be required to speak before schools, community groups and media agencies in order to promote institution programs.
- May be required to teach classes, programs and tours associated with department or Zoo.

- Develop and maintain relationship with area schools, adult and youth organizations, and universities in order to generate the external market and recruit resources.
- Must cultivate collaboration and networking with regional resources and AZA accredited institutions.
- Coordinate institution educational activities with those of other area organizations.
- Develop and recommend department procedural improvements.
- Order and maintain supplies for department.
- Assist with special projects and helps other Zoo employees as needed.
- Other duties as assigned.

#### **MANAGEMENT/SUPERVISORY RESPONSIBILITIES**

- Manages department of seven full time direct reports.
- Works with Coordinators to hire, train, and oversee part time education staff
- Perform specific research/investigation into operational issues, as requested.
- Provides support to staff.

#### **EDUCATION, KNOWLEDGE, SKILLS, AND ABILITIES**

To perform this job successfully, an individual must have the following education and/or experience.

- Bachelor's degree in associated field and four years of progressive experience in a zoo, aquarium or related industry.
- Knowledge and experience in interpretive techniques
- Knowledge and experience in current pedagogical trends
- Ability to analyze departmental data and provide recommendations.
- Visibility requires maintaining a professional appearance and providing a positive company image to the public.
- As part of the Zoo's leadership team, help create and sustain the organization's long-term competitive advantage among other regional family and cultural attractions.
- Experience in staff training, process management, forecasting, and personnel management.
- Ability to serve in every respect and at all times as a goodwill ambassador for the Virginia Zoological Society and the Virginia Zoo in contacts with Zoo visitors and the general public.
- Excellent communication skills, both verbal and written, to establish and maintain effective working relationships with staff, volunteers, and the public.
- Excellent ability to think logically in order to troubleshoot, analyzes situations, and makes sound business decisions.
- Ability to establish and maintain effective working relationships with staff and volunteers.
- Ability to arrive to work on time and maintain a positive attendance record.
- Ability to work a highly flexible schedule.
- Excellent ability to prioritize and delegate responsibilities when necessary; effective time-management skills.
- Ability to handle multiple tasks simultaneously.

#### **ADDITIONAL REQUIREMENTS**

- All candidates must be able to provide a negative TB test upon hire.
- All candidates must be able to pass a background check prior to hire.

#### **SALARY RANGE**

\$40,000, based on experience

**TO APPLY:** Email your resume, cover letter and 3 references to [sandra.simmons@norfolk.gov](mailto:sandra.simmons@norfolk.gov) or fax to (757) 441-5408.