

POSITION DESCRIPTION

POSITION TITLE: Visitor Engagement Coordinator

UPDATED: February 2019

SUPERVISOR'S TITLE: Education Manager

POSITION PURPOSE

The Education Department seeks a full-time Visitor Engagement Coordinator to coordinate on-site interpretation programs and work to increase visibility, branding, and educational awareness of the Zoo in the local community. This position oversees all visitor engagement programs including discovery carts, EdZOOcation and Animal Appreciation days, free story-time programs, and the teen volunteer program, the Conservation Youth team. This individual will also oversee and provide support to staff and volunteers who conduct these programs, as well as personally conducting many programs. The Visitor Engagement Coordinator will also play an important role in shaping the Virginia Zoo's new Nature Play Space and creating programming to support nature play and enhance visitor enjoyment of the zoo.

POSITION ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

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

ESSENTIAL FUNCTIONS

- ▶▶ Work closely with the Volunteer Coordinator and the Education Manager to manage and supervise the Conservation Youth Team including:
 - ▶▶ Supervise the Teen Program Specialist
 - ▶▶ Schedule staff to ensure supervision for teen volunteers when they are on-grounds
 - ▶▶ Coordinate with partner organizations to schedule, design, and facilitate off-site Conservation Events throughout the summer
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- ▶▶ Work closely with the Volunteer Coordinator and Education Manager to develop and facilitate interpretation trainings for volunteers and staff
- ▶▶ Coordinate and oversee all free on-grounds programming including:
 - ▶▶ Education Event days (EdZOOcation and Animal Appreciation Days)
 - ▶▶ Volunteer-led story time programs (Garden Tales and Zoo Tales)
 - ▶▶ Volunteer and Educator-led interpretation with education carts and biofacts
 - ▶▶ Nature-play programs
- ▶▶ Assist with planning of all education-related activities in other Zoo special events
- ▶▶ Frequently and effectively communicate with staff and volunteers who conduct visitor engagement programs and schedule volunteers and Education Instructors based on programming needs
- ▶▶ Maintain the Visitor Engagement and CYT portion of the education budget, with the Education Manager
- ▶▶ Ensure that the materials for programming are properly ordered, stored, and readied for every program, maintain organization of program materials and supplies
- ▶▶ Work with the Program Animal team to handle program animals as needed
- ▶▶ Teach any and all Education programs (including school, organizational, and public or family programs) both on and off site, as needed
- ▶▶ Other duties as assigned

REQUIREMENTS

Qualified applicants should hold a Bachelor's degree in education, natural sciences, or another associated field and three years of progressive experience in a zoo, aquarium or related setting, including supervision and training of interns, volunteers, or staff.

PREFERED SKILLS

- ▶▶ NAI certification (CIG or CIT)
- ▶▶ Demonstrated knowledge of formal and non-formal education and current trends
- ▶▶ Professional experience with training and/or organizing staff and volunteers
- ▶▶ Previous experience in handling exotic animals
- ▶▶ Previous experience working with teenagers
- ▶▶ Previous experience with grants – writing or reporting
- ▶▶ Strong organizational and time management skills
- ▶▶ Excellent communication skills, both verbal and written, to establish and maintain effective working relationships with staff, volunteers, and the public.
- ▶▶ Visibility requires maintaining a professional appearance and providing a positive company image to the staff, volunteers, and community public.
- ▶▶ Excellent ability to think logically in order to troubleshoot, analyze situations, and make sound business decisions.
- ▶▶ Ability to arrive to work on time and maintain a positive attendance record.
- ▶▶ Ability to work a flexible schedule, including weekends, holidays and some evenings

WORKING CONDITIONS

This is a full-time 40 hr/week position, but the specific schedule is flexible. Some weekend, evening, and holiday work may be required. To perform this job successfully, an individual must be able to work in the following conditions:

- ▶▶ Standing for long periods of time
- ▶▶ Lifting 30 lbs comfortably
- ▶▶ Work in all weather and climate conditions, including very hot temperatures and rain

ADDITIONAL REQUIREMENTS

All candidates must be able to:

- ▶▶ Provide a negative TB test upon hire
- ▶▶ Pass a background check prior to hire
- ▶▶ Possess a valid Virginia's driver's license or the ability to obtain one
- ▶▶ Possess a current up-to-date Rabies vaccination or willingness to be vaccinated

TO APPLY

This is a full-time, 40 hour/week position. Salary for this position is \$30,000/yr and includes benefits. To apply, please send a resume and cover letter to the Virginia Zoo Education Manager, Michelle Lewis at michelle.lewis@norfolk.gov. The position closes Friday, March 22, 2019.