

Team Member:		Supervisor:	Marketing Director
FLSA (Exempt/Non-Exempt):	Exempt	Position (full or part-time):	Full-time
Hours:	As per business needs	Supervises:	Guest Engagement Supervisors
Last Updated (date & by):	2025, JR	Professional certifications/ Licenses required:	None

Mission:	To enrich our community through wildlife conservation and education.
Vision:	We believe what we do changes the world. Every choice we make helps save the planet.
DEAI Statement:	Ensure everyone feels welcome and valued by striving to create an environment that is as diverse as the wild spaces we are trying to protect.
Core Values:	Must be embraced in decisions made, work culture and behavior, and influencing others.
Create	We have a culture that welcomes all. We build equitable experiences and relationships with our guests and team. We are innovative with education, wellness, and conservation. We cultivate memories, experience, and empathy.
Adapt	We listen and include others. We are flexible to accept change and changing priorities. We accept responsibility and we work well with others even in difficult circumstances.
Steward	We care for tomorrow today. We set good examples. We are honest in our communications and lead others well. We value diversity. We keep our promises. We provide education to our team and guests while we continue to educate ourselves. We protect our animals, our guests, and our team.
Transparent	We share information timely and accurately. We are trusted with confidential information. We have high ethical standards. We are authentic. We believe that transparency is the foundation for building trusting relationships. We value diversity, equity, accessibility, and inclusion.

Schedule:	Flexible schedule, including weekends, holidays, and evening hours
50%	Developing, directing, and maintaining Guest Service operations
30%	Works on projects
20%	Opening and closing procedures, other or general duties

Position Mission:

This position is the key leader responsible for overseeing the entire guest-facing operation at the zoo. This role involves providing strategic direction, managing a team of supervisors and staff, and ensuring a high-quality, seamless guest experience across all touchpoints. The manager is also accountable for driving revenue goals, including admissions, retail, food & beverage, and special events like Zoo Lights, all while maintaining an exceptional level of service and operational efficiency.

Essential Functions:

The Guest Engagement Manager is responsible for leading the Guest Engagement department and ensuring the delivery of outstanding guest service throughout the zoo. This position provides oversight and direction to the Guest Engagement Supervisor, Assistant Supervisor, and Team Members, ensuring all front-facing areas (including retail, admissions, food & beverage, and events) operate smoothly, efficiently, and professionally. The manager will drive revenue goals related to ticket sales, retail, food and beverage operations, and special events, such as Zoo Lights, while maintaining the highest standards of guest experience, team development, and operational excellence.

Essential Responsibilities:

Department Oversight & Leadership:

- Provide overall leadership to the Guest Engagement department, including Guest Engagement Supervisors, Assistant Supervisors, and Team Members.
- Ensure that all team members are aligned with the zoo's mission and core values, providing excellent service that enhances the guest experience.
- Monitor daily operations across guest-facing areas (admissions, retail, food & beverage, Zoo Lights) to ensure consistent, high-quality service.
- Set departmental goals and objectives in alignment with the zoo's overall mission and revenue targets, driving continuous improvement.
- Create and manage staff schedules, ensuring optimal staffing levels during peak times and events.
- Provide ongoing support and coaching to supervisors and staff, facilitating professional development, training, and performance reviews.

Revenue & Operations Management:

- Drive revenue goals for admissions, retail sales, food & beverage, and special events like Zoo Lights, working closely with the leadership team to meet or exceed targets.
- Develop and implement strategies to increase guest spending, including upselling, promotional efforts, and improving the guest experience across all touchpoints.
- Oversee inventory management and control for retail and food & beverage operations, ensuring optimal stock levels, effective displays, and cost-effective purchasing.
- Collaborate with the Marketing Director to develop and execute sales and promotional campaigns that attract guests and drive revenue growth.
- Analyze financial performance and guest feedback to identify areas for improvement, taking corrective action as needed to achieve department goals.

Guest Experience & Satisfaction:

- Ensure consistent and exceptional guest experience by overseeing guest service standards and monitoring feedback.
- Act as a primary point of contact for escalating guest concerns or complaints, ensuring quick resolution and maintaining a positive atmosphere.
- Implement systems to continuously evaluate and improve the quality of the guest experience, ensuring a welcoming, engaging environment across all touchpoints.
- Work closely with the Guest Engagement Supervisor and Assistant Supervisor to ensure all guest-facing areas (including entrances, exhibits, food service, and retail) are clean, organized, and well-maintained.

Team Development & Communication:

- Foster a collaborative and supportive team environment, encouraging open communication, shared goals, and positive morale.

- Lead regular departmental meetings with supervisors and staff to ensure alignment of goals, operational needs, and guest service priorities.
- Provide constructive feedback to supervisors, assistant supervisors, and team members, and guide performance improvement where needed.
- Ensure clear, consistent communication between departments, creating an environment where collaboration and cross-departmental support thrive.
- Take a lead role in planning and executing needs for Zoo Lights and other seasonal or promotional activities, ensuring smooth operations and exceeding guest expectations.
- Ensure staff are trained, scheduled, and equipped to deliver high-quality service and meet operational needs.

Financial & Administrative Responsibilities:

- Oversee budget revenue and expense goals and ensure financial control policies are adhered to for guest engagement-related operations, including retail, food & beverage, and events.
- Track and report on key performance indicators (KPIs), including guest satisfaction, revenue performance, staffing efficiency, and operational challenges.
- Ensure compliance with all safety regulations, cash handling procedures, and zoo policies.
- Oversee schedule and approval of timecards for the department.

Supervisor-

- Hire, train, guide, encourage, develop, and coach staff.
 - Create and hold staff accountable for performance objectives that align with the overall mission and values.
- Daily performance management
- Train and cross-train staff to ensure a comprehensive understanding of the Department and specific tasks for their roles.
 - Ensure uniformity of processes, tasks, and expectations
- Provide counsel and support to staff.
 - Ensure issues are addressed consistently and fairly.
- Leadership and mentor for staff
- Position tasks
 - Oversee and manage the annual evaluation and compensation review process for staff (direct reports)
 - Implement work procedures and processes to increase efficiency and productivity.
 - Manage employee policies and issues.
 - Ensure staff coverage to meet the needs.
 - Regular visits with staff to evaluate day-to-day operations.
- Regularly advise leadership.
- Regularly representing the organization at community events and networking functions

General Responsibilities:

- Maintain a professional, courteous, and tactful demeanor when interacting with guests, co-workers, and external partners.
- Lead and support team members in alignment with the Topeka Zoo and Conservation Mission, ensuring decisions are in line with organizational values.
- Foster strong relationships through ongoing communication with internal teams, external partners, vendors, the Board of Directors (BOD), and key stakeholders.
- Deliver superior service by resolving issues promptly and addressing concerns with urgency and efficiency.

- Proactively identify solutions to problems, both in day-to-day operations and urgent situations.
- Stay informed on current industry trends and developments that can benefit the zoo, actively seeking opportunities for professional growth.
- Represent FOTZ professionally in all settings, including onsite activities, community events, and communications.
- Participate in meetings as required and contribute to team discussions and planning.
- Respond to customer, staff, and vendor inquiries in a timely and helpful manner.
- Answer telephone calls and provide prompt, professional responses.
- Adhere to all applicable federal, state, and local laws and regulations.
- Follow FOTZ's policies and procedures to ensure consistency and compliance.
- Perform other duties as assigned to support the mission of the zoo.

Performance Measurements & Primary Accountability:

- Timely and accurate completion of work tasks, ensuring all deliverables are met with attention to detail.
- Strong, collaborative relationships with guests, staff, and stakeholders are maintained, contributing to a positive work culture.
- Demonstrate teamwork by accomplishing tasks in collaboration with others.
- Ability to adapt to change, accepting and supporting management decisions positively.
- Achievement of individual and team objectives as set by leadership.
- Consistent and reliable attendance, arriving and departing work on time as scheduled.

Qualifications (Knowledge, Skill, and Ability):

- 3-5 years of experience in a leadership role within a customer service, hospitality, or retail environment, with at least 2 years in a supervisory or management position.
- Proven track record of meeting or exceeding revenue goals, including sales and operational targets.
- Strong leadership skills, with experience managing a diverse team, providing coaching, feedback, and professional development.
- Strong interpersonal, verbal, and written communication skills, with the ability to build relationships across all levels of the organization.
- Excellent organizational and time management skills, with the ability to manage multiple priorities in a dynamic, fast-paced environment.
- Proven ability to solve problems effectively and handle guest concerns or issues in a professional manner.
- Financial acumen, with experience managing budgets, tracking revenue goals, and analyzing performance data.
- Strong customer service focus and the ability to foster positive, engaging guest experience.

Physical Demands:

- **Mobility & Physical Requirements:** The ability to frequently walk across the assigned area, and perform physical tasks such as reaching, bending, kneeling, lifting (up to 50 pounds), pulling, twisting, pushing, squatting, and dragging. This requires good hand-eye coordination and physical stamina to sit, stand, or move intermittently throughout the workday.
- **Indoor/Outdoor Work:** This role requires flexibility to work both indoors and outdoors in varying environmental conditions, including extreme temperatures, inclement weather, and possibly wet, icy, or muddy conditions. Exposure to hay, dust, and other outdoor elements is common.
- **Vision & Concentration:** Must have the ability to read computer screens, emails, and documentation, while maintaining focus on detailed information for extended periods. Requires good vision abilities, including close vision, color vision, peripheral vision, and depth perception.

- **Safety & Compliance:** A critical aspect of this role is ensuring safety in the work environment by exercising caution to prevent accidents. Must adhere to safety standards and comply with all relevant regulations and policies, including those set by TZCC, AZA, and USDA.
- **Multitasking & Time Management:** The role demands strong organizational skills with the ability to multitask effectively in a fast-paced environment. Must manage time efficiently, stay productive, and prioritize tasks while engaging with the public and working collaboratively as part of a team or independently.
- **Attendance & Punctuality:** Regular attendance and punctuality are essential for this position.
- **Documentation & Computer Skills:** Proficiency in documenting pertinent information and utilizing computer software (e.g., Word, Excel) is required, along with strong communication skills.
- **Vehicle Operation:** Ability to operate golf carts and on-the-road vehicles as part of job responsibilities.

Work Environment:

- **Customer & Staff Interaction:** Ability to effectively engage with staff and visitors, including handling challenging situations or difficult customers.
- **Flexible Scheduling:** Willingness to work irregular hours, including evenings, weekends, and holidays, as needed to meet the demands of the role.
- **Animal Safety Awareness:** Knowledge of safety protocols and precautions when handling or working around dangerous animals.
- **Vehicle Operation:** Ability to safely operate a golf cart and other zoo vehicles as required.
- **Adaptability & Stress Management:** Capable of adapting to changing circumstances, managing pressure, and maintaining composure in stressful situations involving animals and guests.
- **Emergency Response:** Able to stay calm and respond swiftly and effectively in emergency situations.
- **Occasionally larger crowd' environment** especially during School Groups, Spring Break and Zoo Lights.

This job description does not state nor imply that these are the only activities to be performed by the team member holding this position. Staff are required to follow other job-related instructions and to perform other job-related responsibilities as requested by management.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodation will be made which may pose serious health or safety risk to the team member or others or which impose undue hardships on The Practice. An individual seeking accommodation should contact Human Resources immediately.

- ☐ **I can perform this job without accommodation**
☐ **I need an accommodation to perform this job**

Job descriptions are not intended to and do not create employment contracts. Team members can be terminated at any time, for any reason not prohibited by law.

FOTZ is an at-will employer.

Team Member signature:

Date submitted: