

Specification for Class of

VISITOR SERVICES MANAGER

Abolished Initially Effective January 13, 2006

Abolished Final Effective February 10, 2006

Definition: Plans and directs the Visitor Services Program for the Washington State Capitol Campus, including managing the Capitol Tour Program and Capitol Visitor Information Center, and coordinating promotion and utilization of campus facilities and resources with governmental agencies and community organizations.

Typical Work

Plans and directs the activities of the Capitol Campus Visitor Services Program including: coordinating daily public tours, organizing special group tours, coordinating VIP tours, providing weekend visitor's hours and tours, developing and maintaining Self-guided Tour Series, and coordinating activities with other visitor attractions on the Capitol Campus;

Develops creative and innovative methods to expand and improve the Capitol Tour Program;

Organizes and coordinates a Volunteer Tour Guide (Docent) program to include recruitment, placement, training, supervising, recognition and evaluation of a staff of volunteer docents;

Plans and directs the activities of the Capitol Campus Visitor Information Center including: developing a comprehensive information network, monitoring and updating changes in information, collecting and distributing literature and materials, updating and improving maps, guidelines and resource library, developing display and exhibit areas in the Visitor Information Center, providing Voter's Registration services;

Developing cooperative relations with local and State Visitor Information Centers and Bureaus, providing an environment required to adequately respond to requests from visitors for information and referral, and developing a training program for Center staff;

Coordinates the public use of facilities on the Capitol Campus including: the development of policies and procedures for use of facilities, promoting the use of campus facilities, scheduling

use, supervising and monitoring use, assisting users as required, coordinating facility use with the legislature during session, and identifying and reporting safety and maintenance concerns;

Coordinates, schedules, and promotes performances, displays, and exhibits in the Legislative Building and on the Capitol Campus;

Develops and implements a comprehensive, ongoing plan to market and promote the Washington State Capitol Campus as a tourist attraction and an educational experience; develops a cooperative working relationship with local and statewide Chambers of Commerce, Information Centers, Visitor and Convention Bureaus, local community service organizations, other tourist attractions, and the State of Washington's Division of Tourism;

Develops, maintains and distributes literature and materials appropriate to the Visitor Services Program; develops and implements special projects and programs designed to compliment the historical, cultural and educational heritage of the Washington State Capitol Campus;

Coordinates the activities of the office of Visitor Services with the Washington State Legislature and State agencies; acts as a liaison between the Department of General Administration, other State agencies, and the Washington State Legislature, as required;

Manages the administrative functions of the Visitor Services Program including: recruiting, hiring, training, supervising and evaluating the Visitor Services staff, includes full-time, part-time, temporary, interns and college students; explores the feasibility of, and implements alternative staffing models utilizing available resources;

Develops, promotes, and manages the operating budget for the Visitor Services Program;

Develops and maintains a record keeping system, and resource library and catalogue;

Performs other duties as required.

Knowledge and Abilities

Knowledge of: history of the Olympia area, the Capitol Campus, and the operation of State government; budgeting, personnel management, record keeping; tourism programs in the State.

Ability to: communicate effectively with a wide variety of people, both orally and in writing; create and maintain a volunteer organization; coordinate activities with offices of appointed and elected officials.

Minimum Qualifications

A Bachelor's degree

AND

Two years of paid or unpaid supervisory experience in a volunteer program or tour program, including one year of experience creating and supervising a volunteer force.

Qualifying experience may substitute, year for year, for education.

New class

Effective October 11, 1985 (emergency basis September 13, 1985; permanent basis

October 11, 1985)

Revised May 9, 1986

Class code change (formerly 2580)

Revised May 13, 1988

Revises definition, minimum qualifications, general revision, title change

(formerly Capitol Tour Director)

Revised February 10, 1989

Class code change (formerly 2628)