

City of San Jose

FAMILY PARK MANAGER (6121)

CLASS PURPOSE

Under direction, is responsible for work of considerable difficulty in managing and directing aspects of the operation, promotion and supervision of a family recreation and amusement park. Performs related work as required.

TYPICAL DUTIES AND RESULTS: (The position may not include all the duties listed, nor do the examples cover all the duties which may be performed.)

Plans, coordinates and supervises the effective, efficient and safe operation of Happy Hollow Park and Zoo or similar park, including negotiating and monitoring contracts.

Participates in the study of the organization, operations and services and makes recommendation for improvements in the park's economy, efficiency and quality.

Develops, directs and maintains public relations, promotion and publicity programs of the facility and related activities; performs important and difficult public liaison work in effectively explaining and interpreting the park.

Directing the operations of food and beverage concessions.

Assigns, trains, supervises and evaluates a staff of recreation personnel and their work; and has the authority to carry out performance appraisals and recommends employment, retention, promotion and demotion decisions.

Plans, develops and implements the operational and capital budget for the facility, maintains financial records involving admission fees of the park; prepares purchase requisitions.

Makes recommendations on and arranges for maintenance repairs and improvements of the facility, including supervision of the various contractors' work within the park.

Acts as City liaison to corporate boards of directors or serves on committees related to the operation of the park.

Plans and directs fund raising activities.

Typical End Results Include: The efficient and effective operation of a special amusement park including the concessions, zoo and amusement rides, the promotion of the park facilities in order to insure maximum utilization by the public, the development and implementation of the operation and capital improvement budgets to assure maximum planning and accountability fo the facility, and the initiation of park improvements to ensure economy, efficiency and quality of operations; managing a cost efficient program.

DISTINGUISHING CHARACTERISTICS

This single position class directs a special amusement park with concessions, amusement rides, and special entertainment provided, unlike any other city park facility. The manager must be flexible and have diversified abilities and be capable of handling a variety of projects and operations.

Minimum Knowledges, Skills and Abilities

- Knowledge of food and beverage operations.
- Knowledge of entertainment and special event presentations.
- Knowledge of safety practices typically associated with a family amusement park.
- Knowledge of public relations, promotion and publicity.
- Knowledge of family amusement park operational practices.
- Knowledge of operating and capital budget preparation and administration.
- Knowledge of cash handling principles, procedures and controls.
- Ability to relate effectively to subordinates, the public and others.
- Ability to express oneself clearly and concisely, both orally and in writing.
- Ability to prepare reports and financial records;
- Ability to negotiate and manage contracts.

Competency Knowledges, Skills and Abilities

- Knowledge of marketing and general business practices.
- Ability to initiate new programs and operations.
- Ability to initiate more efficient control methods of revenues.
- Ability to manage and direct City-wide events and programs.
- Ability to establish and maintain effective public relations.
- Ability to supervise personnel.
- Ability to recognize safety hazards and take necessary steps to correct them.

Training and Experience

Any combination of training and experience equivalent to successful completion of advanced undergraduate course work in public administration, recreation or business administration plus two (2) years of experience in supervising a section of operations of a family amusement park or related facility.

Licenses/Certificates

Possession of a valid California drivers license.

Formerly Family Park Supervisor

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