



Midpeninsula Regional Open Space District

VISITOR SERVICES PROGRAM COORDINATOR

DEFINITION

Under general direction, provides highly responsible program coordination, staff assistance and administrative support to the programs within the Visitor Services Department including Interpretation & Education, Volunteer Program, Ranger Operations, and Administration; uses existing knowledge of up-to-date software applications, processes, and practices that are needed to successfully support a variety of program elements. Coordinates project and program tasks with staff in other departments and outside agencies, interacts with volunteers and the public, provides information or directs questions and requests to the appropriate staff; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Visitor Services Manager or designee. Exercises no direct supervision of staff. May exercise technical and functional direction over lower-level staff, interns, and/or volunteers.

CLASS CHARACTERISTICS

This is a journey-level class that performs a wide variety of duties in the coordination of specific program components and processes within the Visitor Services Department and provides project support to Visitor Services staff as needed. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, knowledge of departmental and District activities, and extensive staff, public, and organizational contact. This class is distinguished from department specialists in the Interpretation & Education Program in that the department specialists are higher level classifications that develop and implement a wide array of complex projects, programs, trainings, and special events, whereas this classification coordinates, and implements specific assignments as directed and provides support as needed to all Visitor Services programs.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Assists with coordination of the Outdoor Activity (OA) quarterly schedule production and reservation process, assists with monitoring and responding to telephone and electronic reservation requests; responds to public inquiries and updates phone reservation message and activity status on District website; Reviews and processes permits for accuracy, relays information to docents and field offices, distributes OA quarterly calendars and Nature Notes flyer to field offices for preserve signboards, and reviews online participant feedback forms and routes to appropriate District staff for follow-up as necessary.
- Assists with coordination of school field trip programs; maintaining teacher contact database; creating and updating electronic mailings, on-line school registration form, and District webpage. Also assists with processing class confirmation forms, and sending confirmation mailings; and maintaining docent field trip schedule and providing information to field offices.
- Coordinates the annual opening and field trips for the Daniels Nature Center; staffs the Nature Center as needed and serves as a liaison for the Nature Center facility and operational needs.

- Provides technical and administrative support to the Interpretation & Education program, including ongoing docent recruitment activities within the community and local media outlets; assists in coordinating training materials and organizing meetings; posts docent activities directly to District website; and assists with maintaining up-to-date records of docent volunteer hours.
- Provides technical and administrative support to Volunteer Programs including assistance with recruitment, onboarding, training, reporting, and volunteer appreciation. Maintains up-to-date volunteer personnel and service records in a volunteer records management system and assists with report generation and writing. Updates program specific process and policy documents including the Volunteer and Working with Volunteers Handbooks and associated forms. Plays a key role in planning and carrying out components of the annual Volunteer Recognition Event.
- Under direction of the Program Managers, works with staff in the Public Affairs department to promote programs through social media postings and other online outlets.
- Works with Volunteer Program Manager and Leads to identify local and national days of celebration (MLK JR Day, BayDay, Coastal CleanUp), to plan, develop, and conduct joint projects.
- Assists with the coordination of the Eagle Scout and Girl Scout Silver Award programs, including posting annual workplans to District website and facilitating student and staff communications and planning. Serves as a liaison with the geocaching community, ensuring the monitoring of caches and compliance with District guidelines.
- Assists in large event production, including drafting requests for proposal, identifying and evaluating/recommending consultants, contractors, and vendors. Drafts and monitors contracts through completion. Assists with ongoing District-wide staff training and information dissemination about Volunteer Program processes and policies.
- Collects and compiles material for review and analysis; provides recommendations for changes in programs, policies, or procedures to improve efficiency and cost effectiveness of operations.
- Researches, compiles, and organizes information and data from various sources on a variety of specialized topics related to programs in assigned area; checks and tabulates standard mathematical or statistical data; prepares and assembles reports, manuals, articles, announcements, and other informational materials.
- Assists in researching, developing, writing, and designing brochures, flyers, signboard notices, and displays; researches and updates display materials to ensure accuracy with current District projects, programs, and goals.
- Coordinates and assists with a variety of special and on-going projects, requiring direct interaction with field staff, supervisors, Visitor Services staff, and volunteers to design, implement, and organize media outreach, contracts, preserve visitation studies, and event and program activities.
- Establishes and maintains open communication with program staff; coordinates activities and work cooperatively in a professional manner.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Applicable Federal, State, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Research methods and analysis techniques.
- Record-keeping principles and procedures, including basic budget review and invoice processing.
- Modern office practices, methods, and computer equipment related to the work.
- Comfort and proficiency in software platforms used in project tracking and workflow management, email marketing, volunteer management and scheduling, data and analysis, photo and video editing, and virtual/online event and meeting hosting (e.g. Microsoft Planner or similar, Mailchimp, Wufoo, Canva, Adobe Pro)

- Experience with social media platforms and tools, website content management systems, and email marketing platforms.
- English usage, grammar, spelling, vocabulary, and punctuation needed for business writing.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.
- Techniques and strategies for working with diverse ethnic populations and community groups.

Ability to:

- Understand, interpret, explain, and apply Federal, State, local, and District policies, laws, and regulations governing the District's projects and programs.
- Effectively administer and coordinate a variety of program functions, projects, and administrative tasks with attention to detail.
- Identify and implement effective course of action to complete assigned work.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Research, develop, write, and deliver accurate and effective communications.
- Make effective presentations before groups.
- Process information and situations, exercise sound independent judgment, and make recommendations in accordance with applicable policies, regulations, and guidelines.
- Maintain accurate files and records.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.
- Organize a variety of projects and multiple tasks in an effective and timely manner.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to an Associate's degree from an accredited college or university with major coursework in business administration, public administration, environmental studies, or a closely related field, and two (2) years of experience working in an administrative support role, including project and program coordination skills and/or demonstrated administrative and clerical skills.

Licenses and Certifications:

- Possession of a valid California Driver's License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various District and meeting sites; vision to read printed materials and a computer screen, including colored marketing material and web content; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas is often required.

Finger dexterity is needed to frequently access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification frequently bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work primarily in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may be required to travel to District field sites where exposure to loud noise levels, cold and hot temperatures, inclement weather conditions, road hazards, vibration, and mechanical and/or electrical hazards are possible. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

May be required to work evenings, weekends, and holidays.

EFFECTIVE: December 2011
REVISED: August 2021
FLSA: Non-Exempt