

Admissions Lead
Job Title

Dollywood's Splash Country
Team

Operations Manager
Reports To

December 5, 2006
Date

7/3S
Grade

01019/SV340S
Job Class #

DOLLYWOOD'S SPLASH COUNTRY POSITION DESCRIPTION

I. JOB DUTIES POSITION EXISTS TO PERFORM:

1. Oversee the day-to-day operation of the Front Gate which includes, but is not limited to, Ticket Sales, Season Pass Processing, Guest Services, and Turnstiles in accordance with the Servant Leadership Model
2. Support Dollywood Parking, Marketing, Group Sales, IT, and Dollywood programs and special events
3. Schedule staff to meet needs of Front Gate, Turnstiles and Groups based upon projected attendance
4. Ensure area remains within budget
5. Train and supervise ticket sellers, season pass sellers, guest service hosts, and turnstile operators
6. Assist in the development of Assistant Admissions Lead
7. Update ticketing manuals and guidelines as necessary
8. Support and coach staff with satisfaction guarantee policy and empowerment as it relates to guest complaints and refunds
9. Listen to problems and grievances of hosts and correct
10. Review performance of hosts on an informal as well as formal basis
11. Ensure ticket-scanning and auditing procedures are adhered
12. Monitor incoming traffic and ticket lines and immediately respond to volume to ensure excellent customer service
13. Ensure hourly attendance reports are done punctually
14. Ensure team complies with safety and security directives, policies, and procedures
15. Respond to verbal guest concerns
16. Assist in developing plans for more effective guest service
17. Assist Front Gate, Turnstiles, and Park as needed
18. Ensure that the Front Gate and Turnstiles are kept clean and stocked
19. Attend Training Classes and Customer Service Seminars as scheduled
20. Initiate friendly interactions with guests and hosts
21. Be a positive role model
22. Wear, keep clean and maintain a themed costume issued by Dollywood's Splash Country
23. Maintain the required work attendance and have flexibility with assigned work schedules
24. Coordinate group and bus counts daily with Group Sales
25. Take credit card information over the phone.
26. Management reserves the right to change and/or add to these duties

II. EDUCATIONAL/EXPERIENCE AND SKILL REQUIREMENTS:

1. Must be 18 years of age or older and have a high school diploma or equivalence
2. Must be able to memorize safety procedures
3. Must be able to read and write
4. Experience in operating ticketing equipment, scanners, phone equipment, copier, facsimile and calculator preferred
5. Minimum two (2) years Front Gate, Group Sales, and Turnstile experience
6. Experience in supervising people and building teamwork and morale
7. Must be able to solve customer related problems in ways that satisfy the customer while adhering to corporate policy and mission
8. Mature, professional judgment to create a calm/stable working environment while supporting staff and providing solutions to customer requests
9. Excellent verbal communicator – consistent and detailed
10. Above average attention to detail and accuracy of information
11. Perform duties in a reasonable and safe manner
12. Must pass a background check.

III. PERSONALITY/ATTITUDE REQUIREMENTS:

1. Friendly, outgoing, polite and courteous, honest, dependable and uses good judgment
2. Caring, sincere and treats others with respect
3. Remains calm in highly stressful situations, mature, positive attitude
4. Well groomed with good personal hygiene
5. Willing to accept changes in work schedule and work assignments
6. Represent company to guests and other hosts in a positive and friendly manner
7. Attentive and responsive to Guests' needs
8. Maintain strict confidentiality and judgement regarding privileged information
9. A positive team member at all times

IV. ESSENTIAL FUNCTIONS NECESSARY TO PERFORM JOB DUTIES INCLUDE BUT ARE NOT LIMITED TO:

1. Sit or stand for long periods of time
2. Able to work in small, confined area
3. Be able to tolerate heat, cold, humidity, wetness and sunlight
4. Able to operate a fire extinguisher
5. Math – ability to add, subtract, multiply and divide
6. Above average reading and writing skills to perform job duties
7. Able to move about and react quickly in emergency situations
8. Mobility great enough to kneel, bend, reach, twist and move about to stock maps, brochures and tickets, wait on customers and clean and sweep work area
9. Able to lift and carry up to 30 pounds to stock maps and schedules
10. Able to work with others in a friendly and positive manner
11. Able to remain calm and deal with highly stressful situations
12. Able to cooperate with team and accept changes in work schedule and job assignment
13. Able to perform duties consistent with creating a safe and secure environment for Hosts and Guests
14. Smile and make eye contact
15. Maintain good personal hygiene
16. Able to maintain required attendance

17. Able to perform other functions as assigned by management