



P.O. Box 894, El Cerrito, CA 94530

Fax: 510-232-6795

guestservices@playland-not-at-the-beach.org

# Operations Manager Job Description

---

## Organization Information

Playland-Not-at-the-Beach is a Non-Profit Museum of Fun celebrating the magic and history of bygone amusements by providing interactive family-fun experiences which help people of all ages re-discover the joy of being a kid.

Playland-Not-at-the-Beach has an amazing array of attractions celebrating America's Bygone Amusements; specifically focusing on San Francisco's Playland-at-the-Beach, Sutro's Baths, and the Cliff House. Playland also has several areas where guests (children through senior citizens) play carnival games, penny arcade devices and pinball machines. Playland-Not-at-the-Beach also offers special events, magic shows, and other entertainment to guests.

---

## Position Overview

**Title:** Operations Manager

**Direct Supervisor:** Board of Directors

**Position Type:** Full-time: 40+ hours per week (must work evenings, weekends and holidays)

**Experience Required:** 3+ Years (in Non-Profit Management, Recreation, or Childhood Development preferred)

**Compensation:** \$16.00 per hour (medical benefits and 401k provided)

---

## Summary of Position

The Operations Manager is responsible for the daily operations of Playland-Not-at-the-Beach including maintaining the facility, administrative tasks, supervising staff and volunteers, provide excellent customer service, development and implementation of events and programs, following budgetary guidelines, marketing and promotion, and act as a liaison to the Board of Directors.

---

## Duties and Responsibilities

- Always act in a professional and appropriate manner while at Playland-Not-at-the-Beach, while representing Playland at an event or function, and while wearing any Playland apparel.
- Insure that Playland-Not-at-the-Beach follow rules, guidelines, best practice and state and federal laws (including staff, volunteers and customers). Including updating Playland-Not-at-the-Beach policies, procedures, and manuals as needed.
- Other duties as assigned.

## **Daily Operations**

- Provide a safe, positive, clean, and fun environment for guests, volunteers, and staff.
- In charge of opening and closing of the facility for the day.
- Make public announcements and speak at special events.
- Give tours of Playland-Not-at-the-Beach; focusing on the historical significance of Playland-at-the-Beach and Sutro's Baths.
- Act as Party Host for special events including booking, billing, set-up, clean-up, treasure hunts, and meeting any additional needs as requested.
- Run carnival games, pinball games, fascination parlor, and prize redemption as needed.
- Run front admission desk including cash handling and processing credit card transactions.

## **Administrative Tasks**

- Provide assistance to customers who contact Playland-Not-at-the-Beach in person or via email or phone.
- Provide all the administrative needs of Playland-Not-at-the-Beach programs and operations.
- Update, print, and distribute all marketing material.
- Post marketing material throughout the facility.
- Maintain and update Playland-Not-at-the-Beach's database.
- Maintain and update Playland-Not-at-the-Beach's volunteer file systems.
- Maintain and update Playland-Not-at-the-Beach's camp file system.
- Keep office supplies in stock and organized.
- Send out yearly thank you card to community partners.
- Provide all programmatic needs for events and parties including signs, schedules, and slide shows.

## **Maintaining Facility**

- Basic facility up-keep including cleaning, organizing, and restocking of items (including the game rooms, party rooms, prizes, gift shop, pay-for-play games, vending machines and bathrooms).
- General facility maintenance; including light gardening, cleaning the sidewalk and parking lot area, and setting up tents as needed.
- Insure that all games and machines are working correctly. Inform technicians of repairs needed and inform community via website, Facebook and PinballMaps of current conditions.
- Update and add to displays and games as available.

## **Supervising Staff and Volunteers**

- Recruit, hire, train and supervised staff and follow government guidelines regarding employment standards.
- Recruit, register, train and supervise volunteer and follow government guidelines regarding court ordered volunteers.
- Screen all volunteers and staff by checking legal photo identification, checking the California sex offender registry, and gaining Board approval of each person before they volunteer or work at Playland-Not-at-the-Beach.
- Act as a leader to the Guest Services team as well as all volunteers.
- Act as liaison for new volunteers and to agencies who promote volunteering at Playland-Not-at-the-Beach.
- Coordinate work schedules of staff and Board of Directors.
- Report volunteer hours to government or school programs as required.
- Work closely with volunteer agencies to insure Playland-Not-at-the-Beach meets their requirements and they continue to promote Playland-Not-at-the-Beach's volunteer opportunities.
- Lead monthly staff meetings for Guest Services Staff members and the Board of Directors.
- Lead bi-annually field trips or special events for Guest Services Staff members and the Board of Directors.
- Lead yearly special events for volunteers (such as the annual Halloween Party & Relay For Life team).

- Coordinate magician schedules, confirm performance dates, and insure correct stipend amounts are provided.
- Provide staff with information about parties, events, schedules, and projects.
- Provide volunteers information about upcoming volunteer opportunities via email, online, and in facility.

### **Customer Service**

- Provide exemplary customer service; insure a positive experience for guests, volunteers, and staff.
- Assist customers by assessing their needs and seeing how Playland-Not-at-the-Beach can best meet their needs.
- Provide accurate event and program information and pricing structure.
- Insure that customers understand Playland-Not-at-the-Beach policies and procedures regarding normal operating hours, grown-up only events, special events and private events.

### **Events and Programs**

- In charge of set-up, break-down and running of the Playland booth at off-site events as needed.
- Design and implement new events or programs.
- Insure that a daily live performance is provided when the facility is open to the public or when requested for a special event.
- Insure that events are confirmed and staff notified about events and special needs.
- Design and implement weekend themes, special events, field trips, birthday parties, grown-up only evenings, senior days, and holiday's events.
- Maintain, improve, and coordinate treasure hunts, pinball tournaments, and murder mysteries for special events, weekend themes, and birthday parties.

### **Following Budgetary Guidelines**

- Maintain staffing within budgetary guidelines.
- Before ordering supplies insure they are within current budgetary guidelines.

### **Marketing and Promotion**

- Act as a leader and spokesperson for Playland-Not-at-the-Beach in the community and at special events.
- Update website designer on changes needed for the website including special events.
- Maintain and update Playland-Not-at-the-Beach's Facebook and other social media.
- Email guests and volunteers about upcoming events and opportunities.
- Work with Board of Directors and contracted marketing writer for copy and graphics.
- Insure that copy and graphics of upcoming events are provided in a timely fashion to partners who publish it in print and on-line.
- Develop and maintain working relationships with companies, organizations, and event coordinators in the area.
- Provide free admission tickets and/or free party certificates as prizes to pinball tournaments, fundraisers, or other special events as requested and approved by the Board of Directors.
- Insure that Playland-Not-at-the-Beach has a presence at relevant community events.
- Insure event marketing materials are showcased in the facility.

### **Liaison to the Board of Directors**

- Run weekly meetings with the Operations Manager and the Board Members.
- Insure a strong relationship between staff and Board Members.
- Support the goals and needs of the Board of Directors.
- Work closely with the Board of Directors on the budget, daily operations, outreach, and supervision of staff and volunteers.

---

## **Position Requirements**

- Outgoing and positive personality.
  - Experience working with children, seniors and people with special needs is a plus.
  - The ability to do basic arithmetic.
  - The ability to give clear instructions.
  - Flexibility in handling duties and varying hours.
  - Must speak English. Additional languages a plus.
  - Entry level computer, Microsoft Office, and general office skills required. (Experience with Outlook and FileMaker programs a plus.)
  - Ability to work independently with little to no supervision.
  - Ability to supervise a diverse group of volunteers and staff.
  - Ability to work as part of the Playland-Not-at-the-Beach team with respect and effective communication.
  - Ability to arrive and depart on time.
  - Ability to stay calm and deal with any emergency situations.
  - Ability to do general physical tasks such as cleaning, sweeping, taking out trash, hanging prizes, carrying, and moving arcade/pinball games 10-50 lbs at a time.
  - Expected to work most Friday evenings, Saturdays, Sundays, and School Holidays.
  - Have a certification from the American Red Cross in Basic First Aid and Community CPR or the ability to obtain the certifications.
  - 3 or more years of management, supervisory, and non-profit experience.
- 

## **How to Apply**

To apply for the Operations Manager position mail, fax or email a cover letter and resume to the President of the Board of Directors at Playland-Not-at-the-Beach. If emailing, include your resume in the body of the email and put "Operations Manager Position" in the subject line (any emails with attachments will automatically be deleted). No phone calls or in-person visits please. Applicants will be contacted if considered for the position.



P.O. Box 894, El Cerrito, CA 94530 • Fax: 510-232-6795 • [guestservices@playland-not-at-the-beach.org](mailto:guestservices@playland-not-at-the-beach.org)