



## Guest Services Manager

**Salary:** \$52,326 - \$56,639

**Type:** Full Time

**Benefits:** Full Benefits

**Date Posted:** 1/30/26

### About Salisbury Zoo

The Salisbury Zoological Park is committed to enhancing our quality of life by providing a friendly, relaxing environment where educational and recreational opportunities come together through participation and interaction. With its animals, staff, volunteers, and park-like setting, the Zoo encourages an appreciation of wildlife and inspires the conservation of our natural world.

### Profile

Under the general direction of the Assistant Director, the Guest Services Manager is responsible for overseeing and enhancing all aspects of guest experience while managing revenue-generating operations including admissions support, gift shop, concessions, facility rentals, memberships, and special events. This position supervises seasonal and part-time Guest Services and Greeter staff and works collaboratively with internal departments to deliver engaging programs, events, and services that advance the Zoo's mission, increase attendance, and build community connections. Performs other duties as assigned.

### Education

Bachelor's degree in hospitality, business administration, marketing or equivalent combination of experience.

### Experience

Three years of guest service, hospitality, retail or even management experience and/or training.

Supervisory experience preferred.

### Requirements/Certifications

Knowledge of AZA standard and institutional operations strongly preferred.

Valid Driver's License

### How to Apply

**1 Visit [salisbury.md/apply](https://salisbury.md/apply)**

**2 Submit City application, cover letter, and resume**

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

Jobs will be posted for a minimum of 2 weeks.

## City of Salisbury, MD

### Classification Description

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Classification Title: Guest Services Manager

Grade: M1

Department: Zoo

FLSA Status: Exempt

Date: 1/30/2026

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**Position Profile:** Under the general direction of the Assistant Director, the Guest Services Manager is responsible for overseeing and enhancing all aspects of guest experience while managing revenue-generating operations including admissions support, gift shop, concessions, facility rentals, memberships, and special events. This position supervises seasonal and part-time Guest Services and Greeter staff and works collaboratively with internal departments to deliver engaging programs, events, and services that advance the Zoo's mission, increase attendance, and build community connections. Performs other duties as assigned.

#### **Duties and Responsibilities**

**ADMINISTRATION - Project Management:** Initiates and manages projects to completion. Delegates tasks and responsibilities effectively; Holds team accountable for actions and provides support when necessary.

- Management of daily guest services operations to ensure a welcoming, safe, and high-quality visitor experience.
- Management of all revenue generating guest services operations, including but not limited to gift shop sales, concessions, facility rentals, birthday parties, and special events and programs including, but not limited to, Earth Day/Zoo Stampede, Halloween Happening, Wild Vibes, Rockin' Around the Zoo, Zoo Year's Eve, and more.
- Management of Zoo Membership program which includes recruitment, retention and developing new membership incentive programs and events.
- Management of the gift shop operations including inventory selection and ordering, merchandising, staffing, maintenance, point-of-sale systems, and financial tracking.
- Management of contractual vendor(s) for operations of the concessions.
- Coordinates facility rentals and private events, including scheduling, logistics, staffing, and customer communication.
- Assists the Assistant Director, with soliciting sponsorships & partnerships with businesses and the community in person, by telephone and in writing and maintaining a current database.
- Conducts research and surveys, collects information and analyzes data; research materials for the preparation and implementation of special activities.
- Experience with marketing practices, social media and basic content creation.
- Provide administrative support, as needed.

**SKILLS PROFICIENCY - Flexible Capability:** Ability to develop and adapt skills and processes to complete assignments in timely manner.

- Excellent organizational and interpersonal skills including written and verbal communication skills.
- Ability to resolve guest concerns professionally and effectively using sound judgment consistent with policies, procedures, and regulations.
- Ability to manage multiple priorities in a fast-paced, public-facing environment.
- Maintain a high level of confidentiality and can establish and maintain effective working relationships.

**LEADERSHIP - Asset Builder:** Leverages the strengths of others to achieve common goals and position team for growth and stability.

- Ability to handle situations and maintain a high degree of confidentiality.
- Excellent time management, organizational interpersonal skills.
- Provides direction and assists in resolving problems encountered.
- Collaborates with the Education, Marketing, Maintenance, and other City Departments, as needed.

**STEWARDSHIP – Systems:** Improves work methods, procedures and team dynamics to increase productivity. Eliminates unnecessary activities.

- Holds Guest Service staff accountable for actions and provides support when necessary.
- Delegates tasks and responsibilities effectively.
- Participates in the management of department budget.
- Monitors and reviews expenditures/revenues within the Guest Service Department budget and keeps Assistant Director informed.

**DEVELOPMENT - Staff Development:** Participate and provide opportunities to engage in professional development.

- Prepares and performs onboarding of new Guest Service staff.
- Serve as point of contact with employees and vendors and assist with their requests.
- Work on improving leadership skills by attending relevant meetings and training.

#### **Performance Expectations**

- **Communication:** Articulates thoughts and ideas clearly and effectively to exchange information. Listen to others and provide useful feedback.
- **Work Ethic:** Demonstrates personal accountability, effective work habits, integrity and ethical behavior.
- **Teamwork:** Works well as a part of a team through respectful and collaborative relationships with colleagues, customers, affiliates and stakeholder groups.
- **Problem Solving:** Improves, designs, refines, finds and invents criteria to combine and resolve problems. This combines creative and critical thinking.
- **Initiative:** Proactively identifies needs and opportunities and acts without requiring constant direction.

### **Education and Experience**

- Bachelor's degree in hospitality, business administration, marketing or equivalent combination of experience.
- Three years of guest services, hospitality, retail or event management experience and/or equivalent training, education experience.
- Supervisory experience preferred
- Knowledge of AZA standards and institutional operations is strongly preferred.
- Valid Driver's License.

### **Physical Requirements**

- Work requires routine movement around the Zoo grounds and occasional lifting up to 40 pounds.
- Work environment involves typical office and outdoor settings, requiring adherence to standard safety precautions.
- Schedule includes evenings, weekends, and holidays as needed for Zoo operations and events.

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The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions of this job.