



DUTY STATEMENT

DIVISION	CLASSIFICATION	POSITION NUMBER (Agency-Unit-Class-Serial)
Coastal Field Division	Supervisor I	549-742-4800-001
DISTRICT/HQ SECTION	WORKING TITLE	CBID
San Luis Obispo Coast District	Visitor Services Manager	S01
SECTOR/HQ UNIT	REPORTING LOCATION	INCUMBENT
Museum Sector	Hearst Castle Ticket Office	
STATE HOUSING: (Check one)		IMMEDIATE SUPERVISOR
☐ Housing is required ☐ Housing may be required ☒ Housing is not available		State Park Museum Director
SENSITIVE POSITION DESIGNATION: (Check if applicable)		
☐ Sensitive Position as designated by the Department per California Code of Regulation (CCR) 599.961		
POSITION DESCRIPTION		
Under the general direction of State Park Museum Director, the Visitor Services Manager is responsible for planning, organizing, directing, and continuously improving the District's visitor services program. The incumbent provides leadership for visitor-facing operations including Hearst Castle ticket office operations, reservation system administration, tour scheduling coordination, visitor capacity management, concessions oversight, visitor service contracts, customer service initiatives, and related administrative functions. The Visitor Services Manager works collaboratively with the State Park Museum Director, Guide Office Supervisors, District Administration, and third-party partners to monitor visitor services throughout the district. The reporting location for this position is the Hearst Castle Visitor Center, 750 Hearst Castle Rd. San Simeon CA 93452.		
ALL EMPLOYEES ARE RESPONSIBLE FOR CONTRIBUTING TO AN INCLUSIVE, SAFE, AND SECURE WORK ENVIRONMENT THAT VALUES DIVERSE CULTURES, PERSPECTIVES, AND EXPERIENCES, AND IS FREE FROM DISCRIMINATION.		
ESSENTIAL FUNCTIONS:		
%	TASK/DUTIES	
30%	Visitor Services Program Management Plans, develops, coordinates, and oversees district-wide visitor services operations supporting Hearst Castle and other district visitor programs. Develops operational policies, procedures, and business practices to improve efficiency, visitor access, customer satisfaction, and fiscal accountability. Provides management oversight for Hearst Castle ticket office operations, visitor information services, reservation administration, operational workflows, visitor communication, and customer service programs. Develops operational strategies that improve the visitor experience from initial reservation through arrival, tour participation, and post-visit evaluation. Evaluates visitor feedback, operational performance measures, reservation utilization, attendance trends, and visitor demand to identify opportunities for continuous improvement. Participates in district operational planning, strategic initiatives, and management discussions affecting visitor services and public access. Coordinates visitor services activities across multiple operational divisions to ensure consistent and effective delivery of services.	
20%	Tour Operations and Visitor Access Provides district leadership for administration of the reservation system, including R2S2 and future visitor management technologies. Coordinates closely with tour guide supervisors, transportation operations, visitor services staff, and operational managers to develop, maintain, and continuously improve public tour schedules. Monitors visitor demand, reservation trends, staffing availability, transportation capacity, operational constraints, and special events to	

	optimize tour scheduling and visitor access. Analyzes reservation performance, attendance forecasts, capacity utilization, and operational metrics to support management decision-making. Serves as liaison with Headquarters, Information Technology staff, reservation vendors, and software providers regarding system performance, upgrades, testing, troubleshooting, reporting requirements, and future enhancements. Supports implementation of new technologies and business processes that improve operational effectiveness and visitor service delivery.
20%	Supervision Plans, organizes, assigns, supervises, and evaluates the work of assigned staff including ticket office personnel, visitor service staff, administrative support personnel, and other assigned classifications. Develops work schedules and staffing plans to support operational requirements. Provides coaching, training, mentoring, and performance management while fostering a collaborative, professional, customer-focused work environment. Coordinates work activities with supervisors across multiple operational divisions to ensure visitor services are effectively integrated into daily Hearst Castle operations. Promotes employee development, workplace safety, accountability, and continuous improvement.
15%	Concessions and Contracts Provides administrative oversight for visitor service contracts, concession agreements, permits, and vendor relationships supporting visitor operations. Coordinates contract development, procurement activities, scopes of work, performance monitoring, invoice review, compliance tracking, and operational coordination. Serves as liaison between district management, concessionaires, contractors, headquarters staff, and partner organizations. Evaluates concession performance to ensure visitor amenities support operational objectives and high-quality visitor experiences. Supports development of new visitor services initiatives, amenities, partnerships, and business opportunities.
10%	Revenue Management Develops, monitors, and manages operational budgets associated with visitor services. Oversees ticket revenue accountability including cash handling controls, daily reconciliation procedures, complimentary ticket tracking, collections, financial reporting, and compliance with Department fiscal policies. Develops reports, dashboards, forecasts, and operational analytics using reservation data, attendance information, ticket sales, visitation trends, and business intelligence tools. Utilizes technology including Power BI, SharePoint, Microsoft Power Platform, reservation systems, and other business applications to improve operational efficiency and support informed decision-making. Identifies opportunities for automation, modernization, and continuous improvement of visitor services business processes.
MARGINAL FUNCTIONS:	
%	TASK/DUTIES
5%	Performs other related duties as required to support district operations, seasonal programs, emergency response activities, special events, and departmental priorities. Participates in emergency operations consistent with Department emergency management responsibilities.
TYPICAL WORKING CONDITIONS	
The incumbent works in both office and operational environments and may be required to work evenings, weekends, holidays, or irregular schedules during peak visitation periods, special events, or emergency situations. The position requires frequent interaction with visitors, employees, concessionaires, contractors, executive management, Headquarters staff, and partner agencies. Occasional travel throughout the district may be required.	
TELEWORK DESIGNATION	
This position is designated as: (Check one)	
☐ Telework Eligible – Office Centered ☐ Telework Eligible – Remote Centered ☒ Not Telework Eligible	
SPECIAL REQUIREMENTS:	
Possession of a valid class C driver's license is required.	

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with the classification) as assigned, including work in other functional areas to cover during absences, to equalize peak work periods, or to otherwise balance the workload.

SUPERVISOR STATEMENT:

I CERTIFY THIS DUTY STATEMENT REPRESENTS AN ACCURATE DESCRIPTION OF THE ESSENTIAL FUNCTIONS OF THIS POSITION. I HAVE DISCUSSED THE DUTIES OF THIS POSITION WITH THE EMPLOYEE AND PROVIDED THE EMPLOYEE WITH A COPY OF THIS DUTY STATEMENT.

SUPERVISOR NAME (PRINT OR TYPE)	SUPERVISOR SIGNATURE	DATE

EMPLOYEE STATEMENT:

I CERTIFY I HAVE READ, UNDERSTAND, AND CAN PERFORM THE DUTIES OF THIS POSITION EITHER WITH OR WITHOUT REASONABLE ACCOMMODATION. I HAVE DISCUSSED THESE DUTIES WITH MY SUPERVISOR AND HAVE BEEN PROVIDED A COPY OF THIS DUTY STATEMENT.

EMPLOYEE NAME (PRINT OR TYPE)	EMPLOYEE SIGNATURE	DATE