



To: All Parkways Employees

From: Sonya Forren

Date: October 1, 2026

The West Virginia Parkways Authority is currently accepting resumes for a TIC Manager 1 at Bluestone. A job description listing the criteria required is attached.

All resumes should be submitted to: wvpacareers@wvturnpike.com by October 16, 2026.

Salary Range: \$64,650.14- \$75,540.13 based on experience.

If you have any questions, please call.

TIC Manager 1

Tourist Information Center Manager Series • Site Manager

Official Title	Tourist Information Center Manager 1
Job Series	TIC Manager (Levels 1–3)
Reports To	TIC Manager 3 (District Manager)
FLSA Status	Exempt • Salaried • Straight time paid for authorized hours over 40 in a workweek
Employment Status	Full-time
Work Schedule	Compensation based on a 40-hour week; 5 x 8 or 4 x 10 as needed to staff the shop. Authorized hours over 40 are paid at straight time.
Duty Station	One assigned TIC / craft shop: Beckley Travel Plaza, Morton Travel Plaza, Bluestone Travel Plaza, or Princeton Welcome Center
Compensation Basis	Salary established by the Authority. Authorized hours over 40 in a workweek are paid at straight time.

POSITION SUMMARY

The TIC Manager 1 is the on-site manager of a single Tourist Information Center and craft shop. The incumbent is the Authority's lead ambassador at that location and is accountable for daily operations, employee supervision and scheduling, sales performance, visitor service quality, reporting, inventory at the site, and facility presentation. A TIC Manager 1 may be called on to cover another TIC when a peer manager is absent. TIC Manager 1 reports to TIC Manager 3. This is the first management level in the series and the career step above TIC Counselor 3.

DISTINGUISHING CHARACTERISTICS

- Has full first-line supervisory responsibility for counselors, interns, and assigned support staff at one location, including scheduling, coaching, and discipline consistent with Authority policy.
- Accountable for the assigned site's daily and weekly operating results; does not hold district-wide budget, multi-site purchasing, or vendor-contract authority.
- May cover another TIC Manager 1's location for limited periods as directed by TIC Manager 2 or TIC Manager 3.
- Distinguished from TIC Manager 2 by the primary focus on one site rather than ongoing multi-location oversight and district-office support.

ESSENTIAL FUNCTIONS

Site Leadership and Supervision

- Serve as an effective ambassador of the State of West Virginia and set the service standard for the assigned center.
- Supervise site employees; assign work, coach performance, and discipline as necessary in accordance with Parkways Authority policy.
- Schedule all site employees, including annual leave, overtime, and coverage for illness, to keep the center adequately staffed.
- Complete payroll source documents and forward them to headquarters within required deadlines.
- Train new employees and interns, or ensure training is delivered to standard by Counselor 3 staff.

- Conduct monthly staff safety meetings and attend scheduled managers' meetings; report outcomes back to site staff.
- Attend and help coordinate semi-annual staff meetings.
- Enforce West Virginia Parkways Authority policies and Standard Operating Procedures at the site.

Visitor Service, Sales, and Shop Operations

- Ensure visitors receive accurate directions, travel planning assistance, and reservation support for lodging, rafting, golf, outdoor dramas, and similar activities.
- Maintain personal knowledge of product and the ability to sell; step onto the floor during peaks and shortages.
- Operate and oversee the computerized cash register, daily sales, and report generation.
- Place product orders to the craft warehouse and obtain product from Tamarack as authorized.
- Order supplies for the shop and information center.
- Supervise brochure display and ordering; keep racks current and presentable.
- Oversee cleanliness and straightening of the shop and Tourist Information Center.
- Conduct special promotions and programs at the site.
- Conduct the annual physical inventory for the assigned location and support cycle counts as directed.
- Report maintenance problems promptly to TIC Manager 2 or TIC Manager 3.

Reporting, Coordination, and Coverage

- Prepare all required daily, weekly, and monthly site reports accurately and on time.
- Coordinate special projects with plaza restaurant, fuel, and service partners (including HMS Host personnel) as they affect the TIC.
- Participate in familiarization trips planned by Parkways Authority staff.
- Cover another TIC location when assigned because of vacancy, leave, or operational need.
- Perform other related duties as assigned.

ADDITIONAL DUTIES — PRINCETON WELCOME CENTER ASSIGNMENT

When the position is assigned to the Princeton Welcome Center, the TIC Manager 1 also:

- Oversee Mercer County Opportunity Workshop staff to ensure cleanliness and upkeep of the grounds and building, in coordination with Authority maintenance and the district manager.
- Oversee day-to-day presentation and basic upkeep coordination for the Vietnam Memorial at the center.
- Coordinate with non-profit organizations for authorized fundraising projects at the center.

KNOWLEDGE, SKILLS, AND ABILITIES

- Good communication skills enabling the employee to meet, greet, and deal with the public and with employees.
- Demonstrated supervisory skill: scheduling, coaching, documentation, and fair application of policy.
- Ability to read maps and give accurate directions; strong West Virginia destination knowledge.
- Verbal and writing skills sufficient to complete reports and communicate clearly with headquarters.
- Ability to operate a computerized cash register and to make change and prepare daily financial reports.
- Ability to sit or stand for long periods and to work a public-facility schedule.
- Willingness to travel among TIC sites and on familiarization trips throughout West Virginia.
- Sound judgment when covering a peer manager's location.

MINIMUM QUALIFICATIONS

- High school diploma or equivalent.
- Three (3) years of experience as a travel counselor, sales clerk, and/or cashier, including at least one (1) year in a lead or senior counselor capacity (TIC Counselor 3 or equivalent); or an equivalent combination of visitor-industry and supervisory experience.
- Valid driver's license.
- Neat, well-groomed professional appearance, including proper wear and care of any uniform provided.
- Knowledge of the state highway system and of scenic and recreational facilities (public and private), or of the resources needed to determine such information.

PREFERRED QUALIFICATIONS

- Prior experience as a TIC Counselor 3 with the West Virginia Parkways Authority.
- Experience preparing payroll documents, schedules, and sales reports.
- Experience conducting a retail or visitor-center inventory.
- Coursework or training in supervision, hospitality, or tourism.

ADVANCEMENT WITHIN THE SERIES

TIC Manager 1 is the site-manager level. Employees who successfully manage a location, cover peer sites reliably, produce accurate reports, and demonstrate multi-site judgment may be considered for TIC Manager 2 when that role is vacant or when district workload supports the classification. Promotion is based on performance, added responsibility, and organizational need.

PHYSICAL REQUIREMENTS

- Sit and stand for extended periods at a public counter, sales floor, or office.
- Walk, bend, climb, reach, squat, stoop, kneel, and occasionally crawl in the course of stocking, cleaning, and facility checks.
- Lift, carry, push, and pull items weighing up to 40 pounds (boxes of brochures, craft inventory, supplies).
- Use hands and fingers to operate a cash register, computer, and standard office equipment.
- See, hear, and speak sufficiently to greet visitors, give directions, and complete sales transactions.

WORK ENVIRONMENT AND SPECIAL REQUIREMENTS

- Primary work is at one assigned TIC/craft shop; travel to other plazas, the Beckley office, Tamarack, and familiarization sites is required as assigned.
- Compensation is based on a 40-hour workweek. The duty pattern is typically 5 x 8 or 4 x 10 hours as needed to staff the shop across Sunday–Saturday, with scheduled days off. Peak season, inventory, coverage assignments, and other operational needs may extend hours. Authorized hours over 40 in a workweek are paid at straight time.
- Public-facing environment; weekends and holidays are regular operating days.
- Valid driver's license required.
- Professional appearance and uniform standards apply whenever on duty.

EQUIPMENT USED

Valid driver's license required. Must be able to use office equipment, computers, and the computerized cash register / point-of-sale system. Typical tools also include copy/fax/multi-function devices and inventory equipment.

OTHER DUTIES

Performs related work as required. The statements in this job description are intended to describe the general nature and level of work. They are not an exhaustive list of all responsibilities, duties, and skills required. Management may assign additional duties consistent with the classification.

REASONABLE ACCOMMODATION / EQUAL OPPORTUNITY

The West Virginia Parkways Authority is an equal opportunity employer. This position is subject to the Americans with Disabilities Act. The Authority will provide reasonable accommodation to qualified individuals with disabilities so they may perform the essential functions of the position, unless doing so would create an undue hardship. Applicants and employees may request accommodation through Human Resources.

AT-WILL / CLASSIFICATION NOTE

Positions with the West Virginia Parkways Authority are not in the classified service and are not covered by the West Virginia Division of Personnel merit system. Employment is subject to Authority policy, applicable law, and the terms of appointment. Job descriptions may be revised to meet operational needs.