



GREATER BOSTON  
CONVENTION & VISITORS BUREAU

## JOB DESCRIPTION GREATER BOSTON CONVENTION & VISITORS BUREAU

- Title of Position:** Specialist, Destination Services | Meetings & Events
- Reporting Relationship:** To the Vice President, Destination Services | Meetings & Events
- Basic Function:** Implement the provision of GBCVB Destination Services to visiting groups, meetings, conventions and Bureau members. This position will focus on single property/non-convention center groups with the capacity to take on non-citywide convention center groups if necessary and appropriate.
- Responsibilities:** Provide Bureau services to fulfill the needs of conferences and conventions meeting in Boston. Services will include but are not limited to:
- Distributing Service Request through the CVB lead system, The Hub on BostonUSA.com for both Group and Tour and Travel markets
  - Retrieve RFPs via CVENT and BostonUSA.com
  - Conduct personalized and efficient site tours of Boston to assist the planner in gathering and evaluating data on hotels, meeting facilities, restaurants and other location appropriate for the organization's needs
  - Provide groups with publications (guide books and maps) and materials (photos, B-Roll, Boston text, DVD) and Social Media (Facebook, Twitter, Instagram, Pinterest, YouTube, Linked In) to assist with promoting their meeting in Boston.
  - Work with city officials on personalized welcome letters and permits.
  - Provide information on advertising and marketing opportunities in the city.
  - Additional services as requested by clients
- Carry out daily/weekly Destination Services Tasks:
- Attend weekly and monthly GBCVB membership activities.

- Maintain current account information for convention service activity in the CRM, Simpleview in both Sales and Membership.
- Conduct post meeting follow up with groups including Post Convention Reports, final pick up information, and MINT reporting
- Achieve monthly, quarterly and annual goals as outlined and assigned by the Vice President of Destination Services
- Work closely with the GBCVB Sales Team, the Boston Convention and Marketing Center (BCMC) Sales Team and Event Services Managers with the Massachusetts Convention Center Authority (MCCA) to ensure a cohesive message from the Boston hospitality community
- Night time and weekend work required
- All other tasks as assigned by the VP

**Prerequisites:**

College graduate. Experience in dealing with the public required. Excellent aptitude for professionalism, organization, responsiveness and follow-up. General computer knowledge, typing, written and verbal communications skills required. Good working knowledge of Boston and a passion for hospitality is an asset.

**Contact:**  
Events

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