

Travel Counselor Position Description

SoIN Tourism

Employment Status: Non-Exempt/Part-time/Hourly

Reports to: Visitor Services Coordinator

Purpose/Key Roles of Position: *Support the organization's role of destination marketing by providing compelling and helpful travel information to visitors and residents and by contributing to achieving the Bureau's marketing goals.*

Performance Expectations:

- The Travel Counselor's top priority is to provide positive experiences for southern Indiana visitors and residents.
- Ensures a positive and memorable experience for guests and residents.
- Encourages extended or repeat visitation.
- Serves as an effective role model in action and word for SoIN mission. Represents SoIN in a positive, enthusiastic, and professional manner and maintains an appropriate public image while representing the Bureau.
- Remains up to date on best practices relevant to the position; enhances personal skills through commitment to ongoing learning.
- Communicates effectively with a wide range of contacts; able to work well with people of diverse backgrounds and cultures. Provides courteous and timely assistance to internal and external customers.

Responsibilities and Duties:

- Greet visitors and help them find information. Determine visitor interests and suggest suitable attractions, dining, lodging, and shopping to create a superb experience and to increase visitor spending and room nights.
- Act as a telephone receptionist while answering and logging visitor inquiries for data management tool.
- Organize brochures and printed materials to ensure we have ample supply available to visitors while maintaining a neatly organized display area.
- Document daily tracking numbers accurately.
- Act as a cashier in the visitor center gift shop and keep accurate daily sales records.
- Stock visitor center gift shop with merchandise and organize materials in storage.
- Maintain general cleanliness of the visitor center by performing light custodial duties between scheduled professional cleanings. Maintain a safe environment for guests and staff by following all COVID-19 protocols recommended by the Center for Disease Control (CDC). Report repair or maintenance needs to the Visitor Services Coordinator.
- Encourage all visitors to adhere to the State of Indiana's mask mandate, when applicable.
- Actively collect visitor contact information to be used in marketing efforts. Regularly enter data in Customer Relationship Management tool (Simpleview) as assigned.
- Some regional travel with overnight stays may be required.
- Work on special projects, promotions, and/or activities as assigned by the Visitor Services Coordinator.

- Expected to work the SoIN booth at local festivals and events along with the Visitor Services Coordinator.
- Monitor and respond to incoming chats to GoSoIN.com

The above is intended to describe the general content for the performance of this position. It is not to be considered an exhaustive statement of responsibilities and duties.

Desired Skills and Experience:

- Minimum 2 years' experience in customer service role
- Experience with the public/hospitality industry
- Cashier/Point of Sale system experience (Square Point-of-Sale)
- This position may maintain a presence on strategic travel and social media sites such as TripAdvisor, Yelp, YouTube, Facebook, Twitter, and Instagram.

Required:

- Excellent oral and written communication skills
- Must be fluent in English
- Ability to work unsupervised
- Office equipment, including E-mail, Microsoft Office (Word, Outlook, Excel), internet browser programs, and Customer Relationship Management tool.
- In-depth working knowledge of Southern Indiana and Louisville regional visitor attributes, programs, and services, as well as of hotels, restaurants, attractions, and local history
- Give directions using map (both physical and Google Maps)
- Use website searches and social media platforms to assist customers

Physical Abilities: This position will require the lifting and moving of printed materials and other supplies that may weigh up to 75 pounds. Your assistance may be needed for the set-up of exhibit booths that will require physical labor.

The successful candidate must also:

1. Be able to work weekends and holidays on a rotating schedule. The Southern Indiana Visitor Center is open seven days a week (Monday through Friday) and many holidays. Some flexible hours for special events will also be required.
2. Have an outgoing personality.

Compensation:

This position is hourly and is part-time.

Applying:

Interested candidates may forward their resume to Mike@GoSoIN.com.