

## **SoIN Tourism Position Description**

**Position:** Travel Counselor

**Employment Status:** Non-Exempt/part-time/hourly

**Report to:** Visitor Services Coordinator

*Support the organization's role of destination marketing by providing compelling, helpful travel information to visitors and residents and by contributing to achieving the bureau's marketing objectives.*

### **Performance Expectations:**

- Provide positive experiences for Southern Indiana visitors and residents.
- Ensures a positive, memorable experience for guests and residents, encouraging 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 the Visitor Center has an ample supply for 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 storage materials.
- 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 cleanliness and prevention 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 online chats to the GoSoIN.com website

*The above is intended to describe the general content for the performance of this position. It is not to be considered as 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 50 pounds. Your assistance may be needed for the set-up of exhibit booths that will require physical labor.

**The successful candidate should also:**

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

**Compensation:** *This is an hourly, part-time position.*