

HALIFAX AREA ADVERTISING AUTHORITY

JOB DESCRIPTION

Job Title: Tourism Partner Liaison and Promotions Coordinator
Name: OPEN
Department: Marketing & Design
Reports to: Director of Marketing & Design
Status: Exempt
Date: May 2021

Job Description:

Develop, manage and engage the Daytona Beach Area Convention and Visitors Bureau (CVB) Tourism Partner Liaison and Ambassador program. Manage all aspects of the consumer promotions program. Support Communications with content production.

Areas of Primary Responsibility and Focus:

- Develop and enhance relationships with the CVB's tourism partners; regularly meet with partners, on-board new partners, and follow-up with all tourism related businesses; maintain correct partner information in the CRM (Customer Relationship Management); train and assist partners using Partner Gateway
- Coordinate with and promote to tourism partners the CVB's networking, educational, research and marketing opportunities including Visitor Information Center rack space, lead generation development, guest surveys and sweepstakes
- Develop and implement a highly targeted consumer travel show plan that reaches potential visitors in key markets and helps generate room bookings; collect leads; and provide partners with fair-share opportunities
- Coordinate and manage the CVB's industry events (i.e., National Travel & Tourism Week and Tourism Partner Day); leverage events to enhance the CVB's relationship with tourism partners, the industry, community and stakeholders
- Support the Marketing & Design Department in developing promotional opportunities for our lodging and tourism business partners to leverage media programs
- Manage the Tourism Ambassador Program; recruit, develop and retain volunteers; support departments, groups and events with Tourism Ambassadors as needed
- Review content on CVB webpages on regular basis to ensure tourism partner listings are accurate and up to date
- Assist in ensuring CVB information on consumer and industry websites is accurate and updated in a timely manner
- Assist Communications with editing and producing content (i.e., partner/community communication, eNewsletters, webpages, blog posts, event lists, etc.)
- Survey partners on a regular basis to understand the needs and improve support to tourism partners
- Assist other departments with special projects as needed
- Other duties and projects as assigned by supervisor

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- Bachelor's degree (Business, Marketing, Communications preferred) or 5+ years in customer relations/retention/membership
- Working knowledge of website and computer technology (Microsoft Office Suite)
- Competency to manage multiple tasks and meet deadlines, manage employees, set priorities and determine objectives and strategies to achieve them
- Strong customer relations skills with positive attitude
- Strong problem-solving skills and the ability to assess and anticipate issues and proactively resolve them
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work effectively with all organizational levels
- Ability to work independently and exercise good judgment with exceptional attention to detail
- Positive, professional, "can do" attitude and ability to excel in fast-paced environment

ENVIRONMENTAL CONDITIONS:

- Office will be considered 126 E. Orange Ave, Daytona Beach, FL 32114 and Volusia County
- Limited weekends and evening hours required
- Will move (walk or drive) from one work location to another

PHYSICAL DEMANDS:

- Ability to lift up to 25 pounds occasionally
- Ability to drive own vehicle as required to perform essential job functions
- Ability to travel out of town, as required, including weekends

COMPENSATION:

- Salary is commensurate with experience
- Benefit package available first of the month following ninety (90) days of continuous full-time employment