

# HALIFAX AREA ADVERTISING AUTHORITY

## JOB DESCRIPTION

**Job Title:** Partner Liaison & Visitor Experience  
**Name:** OPEN  
**Department:** Marketing & Design  
**Reports to:** Director of Marketing & Design  
**Status:** Exempt  
**Date:** May 2019

### **Job Description:**

Develop and manage the Daytona Beach Area Convention and Visitors Bureau (CVB) partner program to engage all local tourism-related businesses. Manage all Visitor Information Centers including staff, sales and visitor experience in the destination. Manage all aspects of the consumer promotional program including travel, consumer and golf shows; coordinate and

### **Areas of Primary Responsibility and Focus:**

- Coordinate, manage and track CVB's tourism partners; meet and follow-up with all tourism related businesses and implement using the Partner Gateway portal
- Promote networking, educational, research and marketing opportunities to CVB's tourism partners
- Develop a highly-targeted consumer, travel and golf show schedule that reaches potential consumers in key markets; collect leads and provide partners fair-share opportunities; generate room bookings
- Coordinate and manage all 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 Marketing & Design Department in developing promotional opportunities for our lodging and tourism business partners to leverage media programs
- Manage the all CVB's Visitors Information Centers including staff, training, communications, collateral and rack space sales; development new opportunities for lead generation, guest surveys and sweepstakes
- Coordinate Daytona Beach Golf efforts; attend key golf consumer shows; develop a golf collateral; maintain a golf course and hotel database; ensure golf information is accurate on website; coordinate golf assistance with other departments
- Manage the Tourism Ambassador Program; seek, recruit and develop new volunteers; connect with local colleges for student volunteers; support departments, groups and events with ambassadors
- Survey partners quarterly to understand the needs and improve support to tourism partners
- Review CVB websites weekly to verify partner info and content is accurate
- Review Daytona Beach and tourism partner listings on tourism related websites, platforms and Online Travel Agents (OTAs) such as VISIT FLORIDA, TripAdvisor, Expedia, etc.
- Coordinate and participate on CVB related committees as assigned by supervisor to include set-up, minutes, action items, etc. as necessary

- Manage department budgets including budget spreads, processing, monthly reports to ensure accuracy
- 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 relation 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, including weekends.

#### **COMPENSATION:**

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