



Where history meets

history in the making.

HOURS: Monday – Friday, 12 to 4 p.m. Occasional Saturday and Sunday.

TRAVEL: None.

DEPARTMENT: Tourism Marketing

REPORTS TO: Visitor Services Manager

STATUS: Non-Exempt, At Will, Part-Time (20 hours Maximum)

Visitor Information Counselor

JOB SUMMARY:

The Visitor Information Counselor responds to visitor requests for information, provides materials, and provides outstanding service to enhance the overall visitor experience. Work requires the exercise of good judgment, and excellent public relations skills. Performance is reviewed by examination of records, reports, and by observation.

MAJOR JOB FUNCTIONS:

- Acts as first contact with visitors, answers all telephone calls and forwards them to the appropriate person, and greets visitors in an enthusiastic manner.
- Provides accurate information and correct materials to meet the visitor's needs.
- Maintains a well-informed, working knowledge of the attractions, hotels, and restaurants in the area to be able to assist visitors. Acts as a liaison between these entities and the visitor. Uses Distinctly Fayetteville branded products for fulfillment. Knowledge must also include highways, transportation systems, recreation areas, and weather conditions. Stocks all rack card cabinets to ensure they are full and up to date.
- Works with Visitor Services Manager to ensure continuous coverage at the main Visitor Center from 12 to 4 p.m., Monday through Friday, and at the Fayetteville History Museum, when necessary, from 12 to 4 p.m. Tuesday through Friday.
- Maintains inventory in Simpleview and Excel – including brochure mailings, creating labels, and collateral material.
- Assist with mail distribution/mail runs and processing (county mail, United States Post Office, United Parcel Service shipments, bulk mail, destination guide distribution, including mail orders).
- Fulfills all group service requests, which includes AAA, hotels, and Welcome Center requests for collateral, and updates Simpleview to reflect distribution and requests for information.
- Assists at offsite special events distributing visitor information and collecting research/data, within the allotted maximum hours per week.
- Performs other related duties as required or assigned by the Visitor Services Manager or the Director of Tourism and Marketing.

QUALIFICATIONS:

- High School Graduate or equivalency and two-year public contact experience/customer service. Previous experience working in a hospitably or retail-related area preferred.
- Ability to communicate effectively in person, on the telephone, and in writing. Must be tactful and courteous and display an appropriate public image when representing DistiNCTly Fayetteville.
- Ability to operate standard office equipment, including computer, telephone switchboard, copier, and fax machine.
- Must have basic knowledge of office practices and procedures, the tourism industry, as well as knowledge of the Fayetteville/Cumberland County area.
- Proficient in the use of internet browsing and basic knowledge of the Microsoft Office Suite.
- Ability to follow oral and written instructions and to work independently.
- Ability to provide accurate information and correct materials to handle visitor requests.
- Ability to establish and maintain effective working relationships with the public, other team members, government, and business officials.
- Ability to lift up to 35 pounds to waist level.
- Ability to stand and walk for long periods when assisting visitors and performing duties.

CONDITIONS OF EMPLOYMENT:

1. Employment is at will; tea members may be discharged at any time for any reason.
2. Each applicant tendered an offer of employment must maintain a valid North Carolina driver's license with an acceptable driving record.