



Where history meets

history in the making.

**HOURS:** Monday – Friday, 8 a.m. to 5 p.m. Some evenings or weekends are required.

**TRAVEL:** None.

**DEPARTMENT:** Visitor Services

**REPORTS TO:** CEO

**STATUS:** Full-Time, Exempt, At Will

## Visitor Services Manager

### JOB SUMMARY:

Performs duties that include, but are not limited to, managing the Visitor Centers at 245 Person Street (Main Office) and 325 Franklin Street (History Museum) as well as remote “pop up” Visitor Centers that will periodically be installed at special events for a specific period of time. The Visitor Services Manager (VSM) manages the Visitor Centers’ team members and volunteers at both locations and is responsible for the overall visitor experience. The Visitor Services Manager also manages the organization’s operations for the Main office at 245 Person Street. The VSM works under the general supervision of the CEO. Performance evaluation results from a review of goals, accomplishments, and the attainment of objectives.

### MAJOR JOB FUNCTIONS:

#### Visitor Services Management:

- Responsible for the overall operations of both Visitor Centers, ensuring adherence to the Visitor Center's Standard Operating Procedures.
- Supervises and trains Visitor Center team members to ensure that the centers have well-trained, knowledgeable, and friendly Visitor Information Counselors.
- Responsible for preparing schedules, reviewing work, and conducting performance reviews, alongside the Director of Administration, for the Visitor Center team members and volunteers.
- Responsible for the overall inventory and distribution of Destination Guides.
- Responsible for destination guide distribution to AAA, Welcome Centers, community partners, hotels, and individual requests for information.
- Audits daily visitation records and prepares measurement data points for monthly reports.
- Responsible for managing the organization's overall sales, donations, and inventory of merchandise.
- Responsible for procuring office supplies and office equipment.
- Responsible for scheduling and facilitating community requests for conference room usage.
- Responsible for internal mail distribution, bulk mail, and county mail.
- Responsible for shipping and receiving for United Parcel Service, United States Postal Service, and FedEx.
- Serves as the point of contact for visitors & residents for tourism and community event information.

- Maintains a well-informed knowledge of attractions, hotels, and restaurants to assist visitors. Has knowledge of area highways, transportation systems, and recreational areas and stays abreast of changes.
- Fills Visitor Center collateral requests with DistiNctly Fayetteville branded products.
- Maintains inventory in Simpleview and Excel for collateral material and updates the database as needed.
- Operates remote visitor centers at offsite special events, distributing visitor information and collecting research and data as needed.
- Manages DistiNctly Fayetteville merchandise inventory including sales as well as fulfillment and inventory.
- Refers community and business leads to the Sales Team and supports Marketing as needed.
- Sets goals for self and the Visitor Center Team to meet organizational objectives.
- Evaluates the Visitor Center team objectively, fairly, and effectively. Provides helpful feedback to further individual & team success.
- Assigns & allocates available resources and duties.
- Establishes and maintains working relationships with the public, Visitor Center team, DistiNctly Fayetteville Team, civic organizations, government officials, and business leaders.
- Provides exceptional guest service to visitors, DistiNctly Fayetteville Team, and others.
- Works closely with other DistiNctly Fayetteville departments to ensure overall organizational success.
- Displays a professional and appropriate public image when representing DistiNctly Fayetteville.
- Performs other duties as assigned.

### **Operations Management:**

- Responsible for upkeep and maintenance of the phone system.
- Oversees the facilities and grounds of DistiNctly Fayetteville (Main Office); processes work orders or contracts with outside suppliers to perform necessary maintenance and repairs of the building and equipment.
- Oversees mailroom operations, postage budget, bulk mail permits, and processing the billing for United Parcel Service (UPS), United States Postal Service (USPS), and FedEx.
- Responsible for working alongside the Director of Finance to help manage the inventory of equipment, furniture, and all DistiNctly Fayetteville property
- Other duties as assigned by the President/CEO.

### **QUALIFICATIONS:**

- Associate Degree in Business or Hospitality, or High School Graduate (or equivalent) and two years of public experience. Hospitality/retail experience is preferred.
- Minimum of two years of management experience required.
- Two years of Customer Service experience is required.
- Must be guest-facing with guest services/customer service experience.
- Operations and merchandise experience a plus

- Knowledge of the local community is required.
- Ability to lead, motivate, coach, train, support & guide the Visitor Center Team.
- Possess excellent communication skills in person, on the telephone, and in writing.
- Remains professional, discreet, and courteous at all times.
- Skilled at conflict resolution and team building.
- Works independently with minimal supervision and instruction.
- Ability to follow oral and written communication instructions.
- Ability to operate standard office equipment, including telephone, computer, copier, and fax machines.
- Proficient in using the internet and Microsoft Office Suite and must become proficient in the use of the Simpleview database.
- Ability to lift 35 pounds to waist level.