

Job Title:	Destination Concierge		
Reports To:	Business Operations Manager	FLSA Classification:	Can be part-time or full time Non-exempt

FLVC Mission:

To curate, distinguish, and develop Ontario County's destination brand inspiring travel, creating economic vitality for our stakeholders, and providing quality of life benefits for our residents.

Position Summary:

Shape and curate the guest experience ensuring an inspiring and informative experience for guests who are "on the ground" traveling as well as guests who are considering traveling to our area.

Expert listener, needs translator and FLX enthusiast.

Support team members with light research to produce reports on visitor interests, consumer experiences, business development data, and trends. **Jack of all Trades, but a keen interest in consumer motivation.**

Assist the business manager and others as requested in office organization and management. **Flexible, Team Player.**

Essential Job Duties and Responsibilities: (Additional duties may be assigned)

Business and Team Support

- Maintain a well-informed, working knowledge of the attractions, businesses and services available in the area; serves as a liaison between those entities and the visitor.
- Record, track and report in a systematic fashion on information collected from consumer inquiries, FLVC research reports, current news and marketing trends on our industry.
- Assist in responding to media leads, sales leads, itinerary development.
- Data mine, share and input into our CRM and CMS (Simpleview) - including our digital assets and other tools for staying connected with our constituencies.
- Assist the business manager in clerical tasks as assigned.

Visitor Information and Hospitality Services

- Act as key receptionist for walk-in business as well as phone calls.
- Provide a visitor friendly environment, preparing and sharing guest experiences at all FLVC places; assist in hosting and guiding visitors as requested.
- Ensure that our visitor information outlets (electronic and physical) are updated, well maintained and stocked with brochures and other informational assets as needed.

- Ensure that visitor inquiries receive prompt, accurate and courteous responses through multiple communication channels.
- Assist in data mining on visitation to our area and trends in customer interests.
- Assist in organizing FLVC networking functions, events and promotional activities to facilitate success, promote engagement, and reflect positively on Finger Lakes Visitors Connection.

Supervisory Responsibilities:

There are no supervisory responsibilities.

Minimum Qualification Standards:

- A passionate FLX and Ontario County evangelist of our lifestyle, people and area.
- Associates degree in hospitality, marketing or communications or digital media
- A minimum of two years of experience in retail, marketing, hospitality or communications.
- Equivalent combinations of education and work experience will be considered.
- Second language skills are a plus.

Special Requirements:

- A valid passport and driver's license for local travel.
- Availability to work evenings, weekends, and holidays as assigned.
- Ability and willingness to travel by any mode of transportation, including self-transport, to assigned venues.

Abilities and Passions - (Your Core Competencies - Our Core Values)

- Demonstrated passion and deep local knowledge for the Finger Lakes and Ontario County's culinary, cultural, historic, recreational and natural resources.
- Interest in and energy for each community's unique sense of place; as well as an appreciation of the people who call this place home.
- A respect for an individual's or group's needs - a grounded focus on accessibility, sustainability, diversity, and the integrity of brand FLX.
- An active listener; expresses thoughts clearly and accurately both verbally and in writing.
- Friendly and Fun. Highly likable - genuine, approachable.
- Laidback and professional. An effective, credible communicator.
- Genuine - strong community, customer service, and social leadership. An active listener who conducts oneself diplomatically in a variety of situations and settings.

Technological Fluency - Equipment, Machines and Software Used:

- Ability to operate various office equipment including computer, printer, telephone, photocopier, mobile technologies, laptops and presentation equipment and technology.

- *Computer Software:* Microsoft Office Professional Suite, Simpleview CRM and CMS. Flexibility to adopt common content sharing platforms which may be introduced including, but not limited to Google document sharing, Dropbox and One Drive/Microsoft 365.
- Common content sharing platforms including, but not limited to Zoom, Google and Microsoft 365 document sharing. Dropbox; Survey Monkey, and others.

Mental and Physical Requirements:

- Close mental and visual attention required to perform work dealing primarily with preparing and analyzing data and figures, using a computer terminal, and reading. Additionally, this job requires working alone on the computer, collaborating as part of a team or working closely with others over the phone or computer.
- The employee is regularly required to sit, stand, walk, use hands to finger, grasp, talk, hear and perform repetitive motions. Occasionally required to push and pull; to climb, balance, stoop, kneel, crouch, crawl, reach, and lift.
- Ability to exert up to 25 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
- Participation in house duties (light cleaning, landscaping, simple maintenance).

Working at Finger Lakes Visitors Connection - Environmental Conditions:

Finger Lakes Visitors Connection’s home base is at 19 Susan B. Anthony Lane in Canandaigua, NY. The leadership promotes “workplace locational fluidity” with an eye on the benefits and team strength which result from being together at “home base.”

- Team members are required to travel locally, regionally and multi-state on an occasional basis and is subject to outdoor weather conditions.
- When not traveling, work is performed in a typical office environment where this is no substantial exposure to adverse environmental conditions.
- Hybrid and remote work options are available.

Disclaimer:

- Requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- This job description in no way states or implies that these are the only duties to be performed by the employee(s) occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor.
- The company reserves the right to add to or revise an employee's job duties at its sole discretion.
- This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

I acknowledge that I have read this job description and have received a copy for my records.	
Employee Name:	
Date:	

