



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.

Job Title:	Visitor Experience/Clerical Coordinator		
Reports To:	Vice President of Destination Development & Marketing Director	FLSA Classification:	Non-exempt

Position Summary:

FLVC's Visitor Experience/Clerical Coordinator is the caretaker and innovator of quality guest experiences as well as office efficiency. They will promote the community as a dynamic place to live, work, play and be well. They have a passion for service excellence, thrive on people engagement, and are energized by guiding and telling the story of our brand experience.

This individual also possesses organizational skills and the drive to follow and enhance office systems that will allow efficiency and productivity for the entire team and our Board of Directors.

Visitor Experience

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

- Provide welcoming experiences in our communities for visitors and residents.
- Ensure that visitor information outlets (electronic and physical) are updated, well maintained, and stocked with brochures and other informational assets.
- Ensure that visitor inquiries receive prompt, accurate and courteous responses through multiple communication channels with assistance from Office and Project Support.
- Support the marketing team in distribution of marketing materials.
- Assist in data mining and research to include, but not limited to, visitation to our area, customer interests, current news and marketing trends, and promotional products for our destination.
- Ensure systematic engagement into our CRM and digital assets and maintain the accuracy of our visitor information, specifically the Consumer and Inventory modules.
- Assist in coordinating and facilitating visitor services and responding to inquiries.
- Maintain visitor records and databases and prepare regular reports and analysis related to visitor services, and special projects.

Clerical

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

- Receive and distribute all mail (physical and digital) and maintain filing systems including cloud spaces.
- Maintain the official corporation records and assist in grants reporting in compliance with all policies of the corporation and governmental compliance standards.
- Maintain office supplies, furnishings, and equipment, building and machines to ensure proper security, safety and comfort for the office, team, and guests - in cooperation with all the vendors.
- Clerical support to the Board of Directors and its committees as assigned.
- Assist the President in special projects as assigned.
- Assist in maintaining CRM/CMS microsites and portals for corporation records

Passions, Team Responsibilities and Requirements

- Collaborate with cross-functional teams, including marketing, design, and partnership.
- Participate, as assigned, in FLVC networking functions and community advocacy to promote engagement with Finger Lakes Visitors Connection programs and vision.
- Demonstrate curiosity about industry trends, emerging technologies, and best practices in destination marketing, championing their integration for effectiveness and efficiency.
- Exhibit passion for the Finger Lakes - and Ontario County in particular - with a grounded focus on sustainability, diversity, and the integrity of brand FLX.
- Be ready to travel. A valid passport and driver license are required for local, national, and international travel.
- Be flexible and available to work evenings, weekends, and holidays assigned.
- Ability and willingness to travel by any mode of transportation, including self-transport to assigned venues.
- 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, familiarity with Adobe publication software and tools such as photoshop and design software, Simpleview CRM and CMS.
- Understanding and use of common content sharing platforms including, but not limited to, Google, Microsoft 365, Dropbox and Zoom, and various project management software.

Working at Finger Lakes Visitors Connection - Environmental Conditions

- Finger Lakes Visitors Connection's home base is at 19 Susan B. Anthony Lane in Canandaigua. The organization promotes "workplace locational fluidity" with a recognition of the benefits of being together at "home base."
- We are the caretakers of a unique historic building in a historic district setting. Everyone shares in the responsibility for this building by participating in house duties (light cleaning, landscaping, simple maintenance), special event preparations, and overall safety, preservation, and security of the building and grounds.
- Team members are required to travel locally, regionally, and multi-state on an occasional basis and are 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.

Minimum Qualification Standards:

- Bachelor's degree in hospitality, marketing, communications or a related field; or equivalent experience in a similar position.
- Second language skills are a plus.

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).

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:	