



JOB DESCRIPTION
VISITOR EXPERIENCE DIRECTOR

JOB TITLE	Visitor Experience Director
DEPARTMENT	Marketing
REPORTS TO	EVP Marketing
EXEMPT/NON-EXEMPT	Exempt (Professional)
SUMMARY	Create and manage experiences for visitors and customers -- in Fort Worth, in target markets, at conferences or wherever they may be.
DIRECT REPORTS	Main Street Visitor Center Manager Seven part-time visitor center staff members Visit Fort Worth volunteers General services administrator

DUTIES AND RESPONSIBILITIES

50% Visitor Engagement

- Manage visitor centers and ensure their smooth, effective operation.
 - *Current visitor center locations are Stockyards Visitor Center and Main Street Visitor Center in Sundance Square. A mobile visitor trailer operates at Will Rogers Memorial Center.*
- Develop a mobile visitor engagement model and plan.
- Develop ways to channel information from visitors, such as FAQ and comments, to help improve marketing programs. Give input on materials (print and digital) for visitors by providing feedback to the Marketing team, tracking trends in questions and requests and arranging for materials from attraction partners.

- Greet tour groups as needed to establish and maintain positive interaction with tourism partners.
- Regularly report on operations, including incidents and changes in opportunities and environment, to Marketing and Visit Fort Worth Leadership teams.
- Work with Convention Services to determine best format for hospitality and information at the Fort Worth Convention Center.
- Show appreciation for staff and volunteers.

25% Create and Manage Experiences

- Work with partners across the city to envision and create experiences that encourage visitors to stay longer and spend more. Some experiences may be owned by Visit Fort Worth (e.g., Ale Trail, Stockyards Adventure Pass) and others may be owned by partners (e.g., architecture tour in Cultural District).
- Assist in developing social media and other promotions to drive attendance and visitor engagement.
- Work with Marketing team to harness ideas and promote experiences.
- With Marketing, Meeting Sales and Convention Services, help develop and execute concepts to engage meeting and group customers, such as activations at conferences.
- With Marketing team, help create activations for prospective visitors out of market, such as SXSW and festivals.
- Strive to develop experiences that spread the benefits of tourism to different parts of the city.
- Determine metrics and report results monthly.
- Regularly report on operations, including incidents and changes in opportunities and environment.

20% Manage Hospitality Training

- Develop hospitality training program for industry partners to ensure quality visitor experience. For example, Visit Fort Worth will offer training resources and programs for front-line hospitality workers.
- Work with Meeting Sales and Convention Services in crafting this program.
- Manage budget and execution plan for this program.

5% Other Team Responsibilities

- Participate in staff development opportunities.
- Take initiative to develop plans to meet overall goals and objectives.
- Work with Meeting Sales, Convention Services, Marketing and The Herd as needed to welcome special guests such as customer site visits.
- Promote a positive, welcoming environment and team culture.
- Deliver results on time and on budget.
- Other related duties as assigned.

POSITION QUALIFICATIONS:

Education Undergraduate degree required.

Experience 8+ years minimum experience related to tourism/hospitality.

Special Skills Experience working with tour operators, international travelers and in customer service a plus. Knowledge of Fort Worth attractions and culture a plus.

WORKING CONDITIONS:

The position requires strong, outgoing communication and interpersonal skills to engage the public and lead your team with tact, patience and diplomacy. The ability to understand and follow oral and written directions, work cooperatively with others and work independently is also required. The position requires the ability to meet schedules and timelines, plan and organize work.

Collaboration with the Visit Fort Worth team and partners will be vital to success.

Work conditions involve irregular hours subject to occasional interruptions, varying and unpredictable situations. The position also requires regular travel around Fort Worth and, occasionally, to other markets.

RESPONSIBILITY FOR THE WORK OF OTHERS:

Work Leadership Responsibility: Assigns, verifies and regulates the workflow of our visitor centers and activations, and supports the team in them.

Supervisory Responsibility: Responsible for supervision of volunteers and staff of Stockyards Visitor Center, Main Street Visitor Center Manager and Will Rogers visitor center, and the general services administrator.

PHYSICAL DEMANDS:

- Sitting - Frequent
- Standing - Frequent
- Walking - Frequent
- Lifting - Frequent (heavy, 50 lbs.)
- Carrying - Frequent (heavy, 50 lbs.)
- Pushing - Frequent (heavy, 50 lbs.)
- Pulling - Frequent (heavy, 50 lbs.)
- Reaching - Frequent
- Handling - Frequent
- Kneeling - Frequent
- Stooping - Frequent
- Crouching - Frequent
- Bending - Frequent