



2021 Job Description  
Visitor Center Coordinator & Administrative/Event Assistant

Supervisor: Sarah Davis, CMP, Director of Sales and Marketing

At least 75 percent of this position is Visitors and Marketing therefore supervision is under the Director of Sales and Marketing. With that being noted, any administration items that have to do with the mail, deposits, banking and general office questions are for the CEO. Assisting with events and questions are for the Director of Events and team.

Summary: The position is responsible for daily operations and all aspects of the Hickory Metro Visitor Center as well as answering calls and assisting with events and administration. This position is also the “gate keeper” to the Convention Center and Visitors Bureau.

**Administrative:**

General Duties & Responsibilities:

Telephone-

- Responsible for answering telephone calls, screening and routing to appropriate staff member, knowing staff schedules as best as possible to help fulfill calls.
- Screen and take information from people who are making “sales calls.” For example, if a person calls from a magazine or any publication, find out the general information like or request a media kit be sent via email to the Director of Sales and Marketing
- Fulfill phone requests for Visitor Information Guides, furniture and other regional attractions.

Website-

- Update Calendar of Events on the website, update Visit NC website (extranet) information and event schedules. This should be reviewed with the Director of Sales and Marketing to confirm what is being added or changed to the states site.
- Monitor website for needed updates (business closings & address changes, potential issues.)

Events -

- Assist with events as required and requested by the Director of Events, helps coordinate client needs; acts as a contact person during events located at the “front desk.”
- Make Signage for events as needed and update digital signs in the lobby.

- Pre-screen potential clients seeking rental information and dates to check availability of dates, fill out form to send/give to the Director of Events to follow-up if space is available; refer clients to other Hickory Metro venues as needed.
- Assists with tours, and all duties related to the convention/meeting industry as needed by Director of Sales and Marketing, Director of Events or CEO.

Administrative -

- Check mail daily, logging all mail received and distribute throughout the office.
- Process bulk mail with USPS and/or UPS shipping of Destination Guides and other brochures when needed.
- Order office supplies as needed.
- Fill out deposit slips when checks are received.
- Performs duties and special projects as needed

**Visitors Center Services:**

- Provide welcoming environment for visitors to the area; provide information to tourism related attractions and events; professionally represents organization as well as the Hickory region. Able to give directions, suggest locations for where to eat, stay and explore.
- Visit attractions monthly to learn more about the location to help with promotion but a general knowledge of Catawba County and the Hickory Metro is a bonus.
- Maintain Visitor Guides and hotel information updated on a regular basis; keep stock of Destination Guides and coordinates transport of cases from storage facility to the visitor center as needed.
- Fulfill Welcome Bag Requests from visitors, conferences etc.
- Get relocations packets from the Chamber of Commerce, maintain record of present for relocation guides; Work with the Chamber on re-constructing the relocation packets
- Stocks all brochure racks, develop a system to stock brochures outside of Visitors Center for after hour visitors
- Maintain inventory of promotional items and seek new attractions to contact for materials as required for meetings and conventions; Assist with Trade Shows and other events as needed to help the Director of Sales & Marketing, Director of Events and CEO.
- Keep Tourism Partner list up to date through Constant Contact and assist with Tourism Partner meetings planning with the CEO/Director of Sales and Marketing
- As a key member of the team, we are seeking a self-starter, and someone interested in taking this position and running with it. This person will be asked to help in fulfilling the Hickory Metro Convention Center & Visitors Bureau's Mission Statement: to support and stimulate the economy of the Hickory Metro by marketing and promoting business conferences, meetings, tourism and other travelers to the area.
- Assist with quarterly e-newsletters to visitors, meeting planners and tourism partners.

**Qualifications:**

Applicant must have exceptional communication and people skills, problem solving strengths and the ability to think quickly in dealing with the public; applicant must also have exceptional computer skills in operating Microsoft Word, Excel, and all Microsoft Office programs. Willingness to help others and be a welcoming face to the area is a must and willingness to learn new software such as Adobe InDesign and more.

Physical demands require transporting cases of Destination Guides (weighing roughly 30-40 pounds per box) and various brochures, transporting trade show booths and occasional out-of-town travel.

Prefer college degree in hospitality, marketing or communications or Associates Degree. Certificate in Hospitality programs considered as well as a background in similar career or significant work experience in similar field.

The statements contained herein reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the workload.

Please submit resume and references to [info@hickorymetro.com](mailto:info@hickorymetro.com) no later than Friday, September 24, 2021 at 5pm.