

Visit Lake Charles

JOB DESCRIPTION

Job Title: Destination Services Specialist
Direct Report: Sr. Director of Convention Sales
Job Location: VLC
Classification: Exempt

Position Summary

The primary role of the Destination Services Specialist is to work with meeting or event planners to ensure the success of all meetings, conventions and events held in Southwest LA. This position will coordinate all services provided by Visit Lake Charles and will evaluate and explore new opportunities for services in the marketplace.

Duties and Responsibilities

Coordination of services for meetings, conventions, events, and tours which have been booked by the Visit Lake Charles sales team. Services offered shall include but are not limited to, name badges, registration assistants, area information (brochures, maps and guides), Welcome Bags (ditty bags), publicity (media releases, social media, website listing), welcoming committee (Gumbeaux Gator, Buccaneers, Revelers, area elected officials), creating tour itineraries and booking tour guides, (including scheduling tour guides), and managing transportation, entertainment and catering lists.

Develop, manage, and continuously update lists for use by clients to enhance their events. List shall include but are not limited to entertainment, catering, and transportation.

Responsible for training part time personnel to work as registration assistants during conventions and events.

Attend all necessary meetings in preparation for services planning for a convention or an event.

Constantly evaluate services offered and work to enhance the quality and variety of such services through building relationships with local attractions, businesses, and contacts.

Maintain accurate and concise notes in CRM (customer relationship management software) so that account managers can stay up to date on services being provided.

Creation of custom itineraries for various groups to accommodate their time limitations as well as their interests.

Reimagine the King Cake demonstration program offered to groups and work to identify a variety of similar interactive opportunities for groups to enjoy on their visit to Southwest Louisiana.

Make all arrangements necessary with meetings, conventions, events or tour operators for area tours of the Creole Nature Trail, "Charpentier" historical district or other special organized tours, etc. This includes all scheduling, invoicing, requesting of checks and follow-up calls to ensure a smooth process.

Ensure tours for major clients run smoothly. This includes the ability and willingness to work weekend or evening tours that are important to maintain business.

Work with clients to assess services needs and submit work orders through proper channels to accomplish the needs of the client. This includes seeking approvals from supervisor and submitting orders to tourist information for processing of certain items.

Report any issues during convention, meeting, event, or tour groups bookings so account manager can follow up with the client to discuss.

Send necessary thank you notes to persons and businesses that have assisted with tours and services.

Assist with providing necessary services and organization of sales blitzes to market Southwest Louisiana as a destination for meetings, conventions, events and tours.

Assist account managers with arranging complimentary (if possible) activities and meals for all familiarization tours coming into the area.

Assist at the front desk as needed. Check out customers as needed and process transactions. Open and close gift shop register as needed.

Attend relevant industry-related functions as required. This includes events which take place outside of normal business hours such as nights/weekends.

Involvement in professional and/or civic organizations to enhance networking opportunities.

Assume additional responsibilities as assigned.

Position Qualifications and Requirements

- College degree or equivalent relevant experience
- Two years industry related experience preferred
- Excellent communication and organizational skills
- Strong interpersonal skills
- Ability to work flexible hours including overnight travel
- Ability to set and meet multiple deadlines
- Working knowledge of Microsoft Office Suite.
- Possess valid driver's license and have reliable transportation
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 25 lbs. (*The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.*)

Disclaimer: Nothing in the job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time.