

Visit Lake Charles

JOB DESCRIPTION

Job Title: Destination Services Specialist
Direct Report: VP of Sales
Job Location: VLC
Classification: Exempt

Position Summary

The primary role of the Destination Services Specialist is to support and assist sales managers, meeting/event planners, and tour operators to ensure the success of all meetings, conventions, events, and tours held in Southwest Louisiana. 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), Save the Dates, coordinating welcoming committee (Gumbeaux Gator, Buccaneers, Revelers, area elected officials), booking tour guides and stops for spousal, group, and motorcoach tours, and providing transportation, entertainment, catering and other lists.

Assists sales managers in coordinating site visits and familiarization tours to showcase the destination product to clients, including but not limited to development of itinerary (with direction from sales manager), booking activities, making reservations and sending confirmation emails & reminders.

Develop, manage, and continuously update lists for use by clients to enhance their events. Lists shall include but are not limited to entertainment, catering, transportation, photographers, group/rehearsal dinner dining options.

Responsible for hiring and training part-time personnel related to meetings and conventions, which includes registration assistants and Gumbeaux Gator performers, as well as maintaining Gumbeaux Gator's costumes and accessories.

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.

Work with the VP of Sales to provide sales and services analytics to include in the Board Report as needed.

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.

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.

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

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 within certain time frames.

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

Create, manage, and update partner information that impacts our markets in our database. This includes creating listings, uploading photos, checking information for accuracy (and correcting if necessary), adding contacts and setting permissions.

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 missions to market Southwest Louisiana as a destination for meetings, conventions, events and tours.

Assist at the front desk as needed. This includes but is not limited to answering the telephone, greeting & assisting guests as they come in, processing transactions with customers, and opening and closing the gift shop register.

Attend relevant industry-related functions as required. This may include events which take place outside of normal business hours such as nights/weekends and evaluate industry trade shows, marketplaces, and other activities for future participation.

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

Position Qualifications and Requirements

- College degree or equivalent relevant experience
- Two years industry related experience (preferred)
- Excellent communication and organizational skills
- Ability to prioritize, track, and manage multiple projects, assignments, and duties.
- Strong interpersonal skills
- Ability to work flexible hours including some overnight travel
- Proficient in 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.