

POSITION DESCRIPTION
2022

POSITION TITLE: Visitor Experience Manager (alt. Destination Services Supervisor)

REPORTS TO: Vice President of Tourism

DEPARTMENT: Convention and Visitors Bureau

JOB SUMMARY

Maintains and assumes role of instructor for the Tourism Academy Ambassador Training/OKC Insider Training.

Responsible for managing all operations and personnel associated with visitors' services/information outlet(s).

DUTIES AND RESPONSIBILITIES

- Performs as the instructor/administrator for the Oklahoma City Tourism Academy Program. Duties include promotion and solicitation of academy to tourism industry, Oklahoma City business and organizations who interact with the visitor. Oversee the execution of the training platform, schedule classes and networking events, develop incentive strategies, coordinate city ambassador tour, solicit complimentary tickets or discounts for the program.
- Maintains training platform with current Oklahoma City tourism information, photos, video and lessons. Work with marketing team, task force advisors, and Tourism Academy to create and modify changes.
- Maintains a well-informed, working knowledge of the attractions and services available in the Oklahoma City area to visitors, acts as a liaison between these entities and the visitor.
- Provides direct information about recreation, dining, lodging and cultural opportunities and assets; Provides direct information about recreation, dining, lodging and cultural opportunities and assets; inspires visitors and travelers regarding opportunities, assets and activities through exceptional customer service, good information, and passion for the diverse offerings within Oklahoma City.
- Provides direct assistance/information at events with trip planning, bookings, and identifying recreational activities by demonstrating and referring people to on-line and other resource.
- Maintains a cohesive working relationship with all other Bureau personnel to ensure a unified and effective promotional effort.
- Operates and staffs the visitor information vehicle (mobile/stationary locations); manages inventories of brochures and other promotional materials; drives van to sites; sets up mobile information booth and informational displays. Schedules and handles all arrangements for the

van at events and venues, including processing and submitting all applications, forms and permits; researches and recommends other/alternative events and venues that would present opportunities to engage potential travelers.

- Oversees the recruiting, training, and supervising of all visitor center staff and volunteers.
- Manages inventory of informational and promotional materials; ensures that van is adequately supplied with updated brochures and information; notifies Marketing Manager when inventories are low or when information is outdated and arranges for restocking.
- Tracks fulfillment of all inquiries and produces monthly reports; compiles a monthly report from the daily visitor logs.

EDUCATION AND EXPERIENCE

- High school education required. associate or bachelor's degree from an academic institution in tourism, marketing or communications preferred
- Experience in hotel or attractions promotion/operations; and event planning
- Direct supervisory experience, preferably some experience with volunteer coordinating
- Strong written and oral communications skills.
- Thorough knowledge of PC systems and software applications including Microsoft Office

ESSENTIAL FUNCTIONS

- Position requires more than usual contact with the public.
- Must be able to travel independently. Reliable transportation and a valid driver's license are required. High amount of mobility is necessary. Extensive travel may be required.
- Ability to lift and carry boxes of brochures/materials of up to 30 lbs.
- Driving a motor vehicle and exposure to outside elements, including inclement weather and traffic hazards.
Position may require extended periods of time sitting at a desk and utilizing a computer.
- Position may require extended periods of time walking or standing – sometimes on hard surfaces.
- A personal commitment to excellence, professionalism, and creativity

The statements contained herein reflect general details as necessary to describe the principal functions of the job, the level of knowledge and skills typically required, and the scope of responsibility, but should not be considered an all-inclusive