

# **VISITOR SERVICES & INFORMATION COUNSELOR**

*Part-Time – 999 Hours per year*

Dept: Randolph County Tourism Development Authority

FLSA Status: Non-Exempt

Grade: 305

## **General Definition of Work**

Performs entry-level work supporting various aspects of the Randolph County Tourism Development Authority Destination Marketing Plan & Program of Work, including but not limited to Visitor Services, Partnerships & Industry Advocacy, and related work as apparent or assigned. Serves on the Visitor Services & Information Team and performs work under the general supervision of the Director of Visitor Services & Information and any applicable Authority officials.

## **Qualifications Requirements**

To perform this job successfully, an individual must accomplish each essential function satisfactorily. The requirements listed below represent the knowledge, skill, and ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

## **Essential Functions**

- Serves as the primary host for the traveling public by greeting walk-in visitors, assisting with dining and hotel reservations, and answering questions regarding local, area, and state festivals and events, shopping, museums and attractions, outdoor fun, arts and entertainment, history and heritage, golf, sports and racing, parks and recreation, breweries and wineries, and highway routing
- Serves as a primary Visitor Centers' frontline responder, answering telephones and providing information or routing callers to appropriate staff members, taking messages as requested, and answering inquiries from the public by phone, email, and web
- Receives, sorts, processes, and distributes incoming and outgoing mail and shipments as directed
- Receives and sorts collateral materials, working cooperatively with the Tourism Information Coordinator on orders and CMS inventory processes
- Utilizes outdoor directional and indoor informational signage that extends brand messaging, encourages travelers to "come inside" during operational hours, and utilizes HeartofNorthCarolina.com and toll-free visitor information line outside normal operational hours
- Works to continuously improve sustainable practices that reduce operating costs and improve the customer experience
- Compiles and maintains visitor information packets and assists with SMERF market fulfillment as directed
- Reports visitor feedback and complaints to the Director of Visitor Services & Information to ensure that responses are provided, and local partners are aware, allowing for future improvement
- Participate in the "See for Yourself" familiarization tour
- Participates and assists in Operation Thank You for law enforcement and first responders
- Performs light housekeeping duties essential to the satisfactory appearance and maintenance of the Visitor Centers
- Attend staff meetings and training as directed

- Abides by, enforces, and participates in the implementation and ongoing oversight of Tourism Development Authority safety standards and regulations

### **Knowledge, Skills, and Abilities**

General knowledge of the principles and practices of basic public relations and customer service and promotional and publicity media suitable for use in the development of the tourism industry; ability to learn general tourism information and geographic features of the Randolph County and the State of North Carolina; ability to read road maps, communicate effectively, and deal tactfully and cordially with all types of people; basic knowledge of standard office practices, procedures, equipment, and office assistance techniques; basic understanding of business English, spelling, and arithmetic; essential skill operating standard office equipment and applicable hardware and software; some skill preparing and reviewing documents; ability to read and understand basic Visitor Center programs and policies of limited scope and difficulty; ability to use computer equipment and perform basic word processing and/or simple data entry; ability to make use of multi-line telephone system; ability to establish and maintain effective working relationships with government officials, associates, visitors, industry partners and stakeholders, and the general public.

### **Education and Experience**

High school diploma or GED with one to three years of experience working in sales or other work involving public contact or an equivalent combination of education and experience.

### **Physical Requirements**

This work requires the routine exertion of up to 50 pounds of force; work frequently requires sitting and standing, speaking or hearing, using hands to finger, handle, or feel and repetitive motions; walking, stooping, kneeling, crouching, or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas using the spoken word; hearing is required to perceive information at normal spoken word levels; work analyzing written or computer data, operating machines, and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally conducted in a moderately noisy location with normal to heavy traffic.

### **Special Requirements**

Valid North Carolina Driver's License OR a reliable source of transportation.

### **Competencies**

- **Business Ethics**  
Treats people with respect; keeps commitments; inspires the trust of others; works ethically and with integrity; upholds organizational values.
- **Communications**  
Expresses ideas and thoughts verbally and in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- **Customer Service**  
Displays courtesy and sensitivity; manages difficult or emotional situations; meets commitments; responds promptly to visitor/staff needs; solicits visitor feedback to improve service.

- **Dependability**  
Responds to requests for service and assistance; follows instructions; responds to management direction; takes responsibility for own actions; commits to doing the best job possible; keeps commitments; meets attendance and punctuality guidelines.
- **Initiative**  
Volunteers readily undertake self-development activities, seek increased responsibilities, take independent actions, calculate risks, look for and take advantage of opportunities, and ask for help when needed.
- **Quality**  
Demonstrates accuracy and thoroughness; displays a commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- **Relationship Building**  
Builds rapport up, down, and across the Authority; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; displays empathy and tolerates diverse viewpoints.
- **Job Knowledge**  
Displays competency in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.

*I have read and understand my job duties and responsibilities outlined in this position description. I will complete all tasks assigned to the best of my abilities and as assigned.*

Employee Name (Printed)	Employee Signature	Date
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Director of Visitor Services & Information (Printed)

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Director of Visitor Services & Information Signature

Executive Director (Printed)	Executive Director Signature
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