

# **TOURISM SERVICES COORDINATOR**

*Full Time*

Dept: Randolph County Tourism Development Authority

FLSA Status: Non-Exempt

Grade: 308

## **General Definition of Work**

Performs administrative-level work supporting certain aspects of the Randolph County Tourism Development Authority Destination Marketing Plan & Program of Work, including but not limited to Public Relations, Publications & Fulfillment, Group Travel, Visitor Services, Partnerships & Industry Advocacy, Government Relations, and related work as apparent or assigned. Serves on the Tourism Team and performs work under the general supervision of the Executive Director and any applicable Authority officials.

## **Qualifications Requirements**

To perform this job successfully, an individual must be able to accomplish each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

## **Essential Functions**

- Serves as host for the traveling public by greeting walk-in visitors, assisting with their travel needs, and promoting county attractions and events.
- Serves as HNCVB 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
- Compiles and maintains visitor information packets and assists with SMERF market fulfillment as directed
- Implements inquiry fulfillment and works interdepartmentally on special promotions, including but not limited to grand openings, new exhibits, attractions, and festivals and events
- Serves as primary contact for ad response and relocation information requests
- Maintains monthly and yearly destination data files based on requests for information that were received and disaggregated data by various categories as directed
- Implements monthly “Gold Star” drawing to reach current visitors chosen from Destination Data reporting
- Implements collateral materials distribution methods and tools with a focus on pieces that are appropriate and relevant to meeting visitors’ needs; maintains optimum levels of inventory.
- Documents visitor feedback and complaints working internally and externally to ensure that responses are provided, and local partners are aware to allow for future improvement
- Assists with the production of the annual Travel Guide by confirming partner content information, proofreading copy, and giving feedback
- Organizes and oversees the distribution of the annual Travel Guide to agencies and businesses within the county, including Chambers of Commerce, local governments, hotels, campgrounds, attractions, downtown Asheboro businesses, and Seagrove area potteries and businesses and maintains and annually confirms the information on the Travel Guide dropship list for distribution to Welcome/Visitor Centers and organizations throughout the State
- Assists with confirmation of tourism-related events throughout the county and their inclusion on the website events calendar
- Submits major county tourism events for inclusion on the Visit NC website calendar
- Annually contacts attractions on the Attractions Visitation Report and records the number of visitors they had for the previous year.

- Covers tourism-related community events as directed, serving as liaison between the Authority and its partners and stakeholders and community organizations
- Participates in and assists with as directed
- Participates in Operation Thank You for law enforcement and first responders
- Serves as a backup Travel Services Counselor at I-73/74 Visitor Centers as directed
- Attends staff meetings and training as directed
- Maintains asset inventory data file, tags new assets, and logs required information. Tracks disposed of/surpluses items as they are removed from inventory and logs appropriately
- Maintains stock of promotional items and brochures and logs incoming/outgoing inventory into the CMS inventory system
- Maintains log of office pottery displays and documents incoming and outgoing pieces
- Monitors inventory of office supplies and notifies appropriate staff when items are needed
- 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 standard office practices, procedures, equipment, and office assistance techniques; some knowledge of business English, spelling, and arithmetic; some skill operating standard office equipment and applicable hardware and software; some skill preparing and reviewing documents; ability to make arithmetic computations using whole numbers, fractions, and decimals; ability to read and understand basic Authority programs and policies of limited scope and difficulty; ability to type accurately at a reasonable rate of speed; ability to computer equipment and perform basic word processing and/or simple data entry; some skill of the 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 sitting, speaking, or hearing, using hands to finger, handle, or feel and repetitive motions, and occasionally requires standing, walking, stooping, kneeling, crouching, or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard visions 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 requires preparing and 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 traffic.

### **Special Requirements**

Valid North Carolina Driver's License within 60 days of employment

### **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; expresses ideas and thoughts 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 customer situations; meets commitments; responds promptly to customer needs; solicits customer 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; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for help when needed.
- **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.
- **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 and work of Authority staff 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; develops a network of professional contacts; displays empathy and tolerates diverse viewpoints.

*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

Executive Director (Printed)

Executive Director Signature