

DIRECTOR OF VISITOR SERVICES & INFORMATION

Full-Time

Dept: Randolph County Tourism Development Authority

FLSA Status: Exempt

Grade: 316

General Definition of Work

Performs management-level work overseeing certain aspects of the Randolph County Tourism Development Authority Destination Marketing Plan & Program of Work, including but not limited to Administration, Product Development, Marketing & Communications, Information Technology, Publications & Fulfillment, Visitor Services, Marketing Assistance, Grants & Sponsorships, Research and Performance Measures, Partnerships & Industry Advocacy, Government Relations, and related work as apparent or assigned. Controls significant matters linked to the mission of the Authority, exercising independent judgment and discretion over decision-making related to Authority matters. Serves as a member of the Leadership Team, and work is performed under the limited supervision of the Executive Director and any applicable Authority officials. Supervision is exercised over personnel within the Authority's Services & Information Team and other personnel as appropriate.

Qualifications Requirements

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

Essential Functions

- Supervises and directs the Services & Information Team, providing input into job status including but not limited to hiring, firing, assignment of duties, and promotions; reviews and approves employee timesheets, maintains staff schedule & dispatches employees to work sites, and conducts annual staff evaluations as directed; updates the Executive Director on personnel issues and concerns
- Makes the VCs a critical space for selling the destination with a focus on décor, alignment of materials/brochures offered, displays, and concentration on the right messages provided by staff; reports repair and replacement needs of the interior, office equipment, furniture, computers, etc., to the Executive Director
- Oversees all aspects of traveler assistance, from hotel and dining reservations to directing potential travelers to attractions, events, and experiences that extend the length of stay and increase visitor expenditures
- Assures staff promptly responds to all inquiries and requests for visitor information and assists with SMERF market fulfillment as requested
- Oversees monthly drawings to reach current visitors chosen from VCs guest register to report to reach participants pre- and post-visit and grow visitor loyalty and long-term relationships that encourage return visits
- Oversees documentation of visitor feedback and complaints, working internally and externally to ensure that responses are provided, and local partners are aware to allow for future improvement

- Stays abreast of visitor center trends and federal regulations; maintains all aspects of VC operating policies and guidelines
- Maintains and grows awareness through other visitor centers and the state’s nine welcome centers by actively engaging personnel in these locations for ongoing partnerships
- Plans and implements all rewards and giveaway programs with input from the Leadership Team
- Strengthens key partner relationships by offering a proactive travel guide delivery service to the Seagrove Area Potters; visits key partners bi-annually to provide hard-copy materials
- Implements unified security plan that includes cooperative efforts with the Seagrove Police Department, NC Department of Transportation, NC Highway Patrol, and Randolph County Sheriff’s Department to ensure that the VCs are secure and protected and provide safe and hospitable visitor spaces
- Oversees the utilization of outdoor directional and indoor informational signage that extends brand messaging, encourages travelers to “come inside” the VCs during operational hours, and incorporates HeartofNorthCarolina.com and the toll-free visitor information line number outside of regular operational hours
- Represents the Visitor Centers through memberships and participation in various professional associations, as applicable to the program of work
- Oversees all Visitor Centers’ activities, events, demonstrations, displays, staff, and annual Tourism Day and Open House events
- Serves as communications liaison between the North Carolina Department of Transportation and Executive Director coordinating maintenance of Visitor Centers’ buildings and arranging for building repairs and maintenance
- Monitors and requests supplies within the Authority purchasing guidelines; maintains inventories of office supplies and uniforms
- Prepares and distributes Visitor Centers’ promotional packets, particularly at special events including but not limited to See for Yourself, Tourism Day, and Open House; delivers to key partners during bi-annual site visits
- Completes monthly reports, traffic counts, accident reports, emergency reports, and any other reporting the Executive Director deems necessary.
- Arrange for rotating tourism exhibits
- Establishes and maintains working relationships with the North Carolina Department of Commerce/Division of Visitor Services, Chambers of Commerce, convention and visitor bureaus, tourism industry associations, organizations, and other interest groups to promote tourism in Randolph County
- Responsible for training Visitor Centers’ staff in all aspects of customer service, ensuring that staff is well prepared to answer and appropriately manage visitors’ questions and concerns
- Works to continuously improve sustainable practices that reduce operating costs, improve working conditions and customer experience, and serve as an educational tool for visitors
- Serves as a backup Travel Services Counselor at I-73/74 Visitor Centers as needed
- Attending staff meetings and training as directed
- Serves as designated essential employee on the Leadership Team and serves as Duty Officer at least one weekend per month and on alternating holidays as needed

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

Knowledge, Skills, and Abilities

Thorough knowledge of methods, approaches, and procedures involved in travel and tourism promotion; supervisory interviewing skills, training, and management; customer service; ability to read road maps, communicate effectively, and deal tactfully and cordially with all types of people; thorough skill operating standard office equipment, hardware, and software; ability to direct and evaluate the work of others; ability to understand and apply Authority accounting practices in the maintenance of financial records; ability to express ideas clearly and effectively, both orally and in writing; ability to maintain required certifications; ability to manage operations during emergencies or inclement weather; ability to establish and maintain effective working relationships with government officials, associates, visitors, industry partners and stakeholders, and the general public.

Education and Experience

Bachelor's degree in marketing, tourism, or related field with one to three years of experience working in destination marketing or equivalent combination of education and experience

Physical Requirements

This work requires the periodic exertion of up to 50 pounds of force; work frequently sitting, using hands to finger, handle, or feel and repetitive motions, and occasionally requires standing, walking, speaking, or hearing, 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 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 typically noisy location with normal to heavy traffic.

Special Requirements

Valid North Carolina Driver's License within 60 days of employment and industry certifications as directed by the Executive Director

Competencies

- **Business Ethics**
Treats people with respect; keeps commitments; inspires the trust of others; works ethically and with integrity; upholds organizational values
- **Change Management**
Develops workable implementation plans; communicates change effectively; builds commitment and overcomes resistance; prepares and supports those affected by change; monitors transition and evaluates results
- **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

- **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
- **Leading with Integrity**
Exhibits ethical and moral behavior in everyday business conduct; earns the trust of others by disclosing information and admitting mistakes; recognizes and resolves ethical questions; ensures organizational ethics are widely understood; encourages open discussion of ethical issues; creates an environment that rewards ethical behavior
- **Managing People**
Defines responsibilities and expectations; includes subordinates in planning; takes responsibility for subordinates' activities; makes oneself available to subordinates; provides regular performance feedback; develops subordinates' skills and encourages growth; sets goals and objectives; motivates for increased results; recognizes contributions of others
- **Negotiation Skills**
Clarifies interests and positions of all parties; adjusts tactics to achieve desired results; manages conflict, manipulation, and intense emotions; develops alternative options for mutual gain; builds consensus through give-and-take
- **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 Visitor Center 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
- **Team Leadership**
Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments

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