



# Visitor Information Specialist - Visit Rapid City

**Role Classification:** Non-exempt, Part-time

**Direct Reports To:** Visitor Services Manager

**Department:** Visitor Services

**Date Last Updated:** February 2024

---

## Role Description Overview

The Visitor Information Specialist role is pivotal to ensuring a positive experience for tourists and locals alike. This role is crucial in welcoming and assisting visitors by providing accurate and engaging information about the city and its surrounding areas. A Visitor Information Specialist not only provides practical information about local amenities, accommodations, and transportation, but also engages with visitors on a personal level. This is a part-time position, working up to 20 hours per week, beginning in May and ending in October.

## Key Qualifications

The Visitor Information Specialist embodies a flexible, creative, and entrepreneurial spirit, showcasing a deep-seated passion for the mission, vision, and values of VRC. Demonstrating a capacity for independent work and multitasking, the Visitor Information Specialist excels in a retail floor environment, ensuring productivity without compromising the quality of service. Strong customer service skills create a welcoming atmosphere, while knowledge of Rapid City enhances your ability to guide and inform. In essence, you present a holistic approach to the role, combining communication skills, adaptability, independence, and a genuine connection to the community and values central to VRC's mission.

## Key Responsibilities

- Assist with opening and closing of the Visitor Information Center.
- Maintain a working knowledge of public and private attractions and recreation areas, highways, transportation systems, events, weather conditions, and accommodations in the Rapid City and Black Hills area.
- Provide a knock-your-socks-off customer service experience; receive and interact with incoming visitors forging an amazing memorable experience.
- Assist all walk-in visitors, and respond to visitor inquiry calls promptly and informatively.
- Maintain and record visitor inquiries utilizing a digital database and other record-keeping mechanisms.
- Assist with merchandise sales in the operation of a POS system, collection of payment, and issuing receipts, while maintaining a clean and tidy cash wrap area.
- Ensure inventory is maintained, merchandise and brochures are well stocked in

- information center racks, and outdated materials are disposed of.
- Develop custom visitor information as needed, such as personalized itineraries, weather information or driving directions.
  - Assist in fulfilling visitor information packets and other projects as assigned.

## Organizational Values Alignment

The Visitor Services Specialist is expected to exemplify Visit Rapid City's organizational values as follows:

- **Earn Trust** - Do what you say you'll do. Be respectful. Create a safe, inclusive workspace for all.
- **Adapt** - Embrace change. Be willing to pivot. Stay fluid. Stretch. Adjust for success.
- **Be Best-In-Class** - Execute thoughtfully. Hustle. Prioritize to maximize. Grow. Deliver knock-your-socks-off service.
- **Commit To Transparency** - Lead with honesty. Answer questions directly. Share information quickly. Display radical integrity.
- **Embody Passion and Positivity** - Share your passion. Have a ridiculously sunny attitude. Take pride in your work.
- **Communicate The Sh\*t Out of Everything** - Don't let things fester. Be quick to clarify. Embrace friction. Stay open. Give others the benefit of the doubt.

## Role Requirements

Essential job functions required for this role are as followed:

- Ability to communicate effectively and courteously in a professional manner
- Ability to lift and carry objects up to 50 pounds on occasion
- Ability to lift and carry objects up to 30 pounds frequently
- Ability to stand for extended periods of time
- Ability to sit and squat
- Ability to hear and see
- Ability to stay alert at all times
- Ability to drive a car and hold a valid driver license
- Ability to be in attendance on a daily basis and to arrive promptly for the start of the workday
- Ability to work flexible hours to adjust schedule to attend evening and weekend events, meetings, and conventions
- Ability to pass a drug test

- Ability to submit to a background/credit check

## **EEO Statement**

Visit Rapid City provides equal employment opportunities to all Team Members and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.