

ROWAN COUNTY

Convention & Visitors Bureau
Salisbury, North Carolina

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ROWAN COUNTY CONVENTION & VISITORS BUREAU

<u>JOB TITLE:</u>	Tourism Services Coordinator
<u>REPORTS TO:</u>	Chief Marketing & Communications Officer
<u>JOB CATEGORY:</u>	Visitor Services & Programs/Group Sales
<u>SALARY RANGE:</u>	\$30,000-\$40,000 (Based on experience)

SUMMARY:

The Rowan County Convention & Visitors Bureau Tourism Services Coordinator holds a strategic role with responsibilities for visitor services/programs and group sales. This position works with all departments within the RCCVB to ensure top-quality tourism and visitor services are being upheld.

DUTIES AND RESPONSIBILITIES – VISITORS SERVICES:

- Implement the Rowan County visitor kiosk program and distribute all visitor collateral
- Work in partnership on developing and implementing visitor service and tourism-related programs
- Work in partnership with the Destination Marketing Manager on visitor kiosk calendar of events, visitor information and tourism collateral
- Work in partnership with the Visitor Services Specialist on fulfilling visitor inquiries requesting Rowan County tourism information
- Provide support for the CVB digital platforms as directed
- Set up/break down, participate and serve as visitor information liaison at community outreach and tourism partner events during and outside of normal business hours as directed
- Serve as a key resource for implementing visitor related overnight stay packages
- Attend committee and tourism board meetings as directed

DUTIES AND RESPONSIBILITIES – TROLLEY PROGRAM:

- Schedule and manage all trolley staff
- Collect and report trolley statistical and marketing data
- Work in partnership on developing and implementing trolley tours, marketing and programs to expand trolley bookings
- Manage and coordinate all activities for the F& M Historic Trolley System including coordination of drivers, narrators, tour schedules, maintenance, rentals and routes
- Organize and coordinate seasonal trolley tours, group rentals and packaged tours. This position is responsible for the set-up, operation and coordination of two trolleys for tours and rentals.
- Develop positive and productive relationships with customers, contractors, volunteers, community groups and other stakeholders
- Maintain records on trolley repair and maintenance
- Coordinate rental/group rates and storage/housing for trolleys
- Organize and maintain trolley files, contracts, payments, deposits, schedules and calendars in coordination with the Director of Operations
- Work in partnership to organize and coordinate familiarization tours
- Work in partnership on marketing strategies, promotions and Rowan County Tourism Master Plan goals.

DUTIES AND RESPONSIBILITIES – GROUP SALES:

- Support the Chief Marketing and Communications Officer with administrative, coordination and implementation of conferences, group sales and tourism supported investments

- Process sales administration
- Coordinate approved group tourism related requests
- Assist in creating proposals and bids
- Work with vendors on group logistics
- Track follow-up sales data
- Staff conferences and groups as needed

REQUIREMENTS:

- Demonstrates record of achievement in hospitality, marketing and/or group sales
- Strong skills in creativity and ingenuity
- Computer skills a must
- Strong interpersonal skills and communication skills.
- Ability to decipher technical jargon and easily communicate that throughout the organization
- Bachelor's degree in tourism hospitality, marketing, communications or equivalent
- 1-3 years of work experience in hospitality, group sales, marketing, communications or equivalent
- Organized and detail oriented
- Positive and a self-starter with ongoing enthusiastic interest to learn new skills
- Flexible and able to work outside of normal business hours that will include some nights and weekends
- Work in a fast paced environment with set timelines and ability to adapt to changing environment
- Knowledge of local, regional and North Carolina destination and tourism industry a plus