

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

JOB TITLE: Tourism Services Coordinator
REPORTS TO: Chief Marketing & Communications Officer
JOB CATEGORY: Visitor Services & Programs/Group Sales
SALARY RANGE: \$36,000-\$45,000 (Based on experience)

SUMMARY:

The Rowan County Tourism Development Authority Tourism Services Coordinator holds a strategic role with responsibilities in visitor services/programs, group sales and support operations. This position works as a collaborative team member within the Rowan County Tourism team.

DUTIES AND RESPONSIBILITIES – VISITORS SERVICES:

- Work in partnership on developing and implementing visitor services and tourism-related programs and collateral
- Work in partnership with the Destination Marketing Manager on visitor calendar of events, visitor information, tourism collateral and tourism marketing content
- Provide support for the CVB digital platforms
- Serve as a key resource for implementing visitor related overnight stay packages
- Oversee the operation of the Visitor Information Center
- Work in partnership with the Visitor Services Specialist on fulfilling visitor inquiries requesting Rowan County tourism information
- 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
- Attend committee and tourism board meetings as directed

DUTIES AND RESPONSIBILITIES – TROLLEY PROGRAM:

- This position is responsible for the set-up, operation and coordination of two trolleys for tours and rentals.
- Manage and coordinate all activities for the F& M Historic Trolley System including coordination of drivers, narrators, tour schedules, maintenance, rentals and routes
- Collect and report trolley statistical and marketing data
- Work in partnership on developing and implementing trolley tours, marketing and programs to expand trolley bookings
- Organize and coordinate seasonal trolley tours, group rentals and package tours.
- 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

DUTIES AND RESPONSIBILITIES – OPERATIONS:

- Support the Director of Operations on the day-to-day financial operations of the RCTDA as needed
- Provide strategic and tactical support for the RCTDA Board and Executive Director
- Monitor budget and spending policies as outlined by the Local Government Commission (LGC) standards
- Meet Local Government Commission (LGC) and ORBIT reporting and other administrative deadlines
- Support RCTDA staff database and generate reports 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