



Job Description: Assistant Director & Sales Coordinator, Heritage Area Visitor Center

Category: Full-time/Exempt

Reports to: Director, Heritage Area Visitor Center

Responsibilities:

- Oversee the day to day operations of the Visitor Center, including managing volunteers and part time staff in the Directors absence; assist with greeting groups and individuals as needed; field inquiries by phone, email and postal mail, and meet the needs of our visitors to the best of your abilities
- Sales prospecting calls, promote Saratoga to our group tour and sports market database, and work to build that database with qualified companies and contacts
- Assist with the building of group tour itineraries and packages and the promotion of those packages to our group tour database
- Collaborate with our partners, attractions, hotels, and area businesses to build unique and exciting tour options that will set Saratoga apart in our region
- Assist with servicing the sports market, supporting and maintaining repeat events and assisting with venue location requests
- Maintain excellent product knowledge of destination attributes and assets, including lodging, facilities, attractions, off-site venues, service providers, logistics into our area, etc.
- Assist with the planning and production of programs, including but not limited to the Brown Bag Lunch Lecture Series, Spring and Summer Concert Series, school group tours and presentations, and special events
- Assist with the promotion and execution of our guided walking tours, trolley tours and step-on tours
- Assist with the promotion, planning and execution of meeting room and building rentals
- Assist with the oversight of ticket and merchandise sales and tracking, including settling transactions and the handling of cash, checks and credit card payments and receipts as needed
- Maintain excellent product knowledge of our brochure membership program
- Attend industry trade shows and conferences (regional & national), coordinate sales missions, attend networking events and local industry events to solicit business
- Work collaboratively with the SCTB staff for seamless service to group, convention and event guests as well as ensuring the meeting of mutual goals and objectives



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- Assist with, and attend special Bureau Events (Chowderfest, Annual Reception, Golf Tournament, and FAM for example)
- Additional projects and objectives as determined and assigned by the Director or the President of the SCTB

Capabilities:

- Demonstrated ability to listen to and communicate clearly and confidently with the public and among staff & volunteers
- Has a strong commitment to service and a willingness to go above and beyond to provide an outstanding customer experience
- Consistently exhibits a team spirit by supporting co-workers, volunteers and the mission of the organization
- Focuses on the tasks at hand, while quickly transitioning to immediate requests
- Has proven organizational skills, demonstrates sound professional judgment, discretion and integrity
- Is adept with business software including Microsoft Office suite (Word, Excel and industry CRM systems)

Requirements:

- Previous experience and/or education related to hospitality and tourism, guest services and public services is highly preferred
- In depth personal and/or professional experience with the special attractions and unique offerings throughout Saratoga Springs and the surrounding area
- Previous success in generating positive results in sales and business development
- Comfortable with existing and new technologies to advance business and guest services
- Ability to work the time required to get the job done, including nights and weekends when required
- Flexibility and interest in overnight/day travel to locations outside the region/state
- Provide weekly highlight report to the Director and submit monthly expense reports with required documentation
- Adheres to Bureau Policies & Procedures as outlined in Bureau Personnel Handbook