



## VISIT HUNTINGTON BEACH VISITOR, PARTNER SERVICES AND TRAVEL TRADE MANAGER

POSITION TITLE: **TOURISM AND PARTNER SERVICES MANAGER**  
CLASSIFICATION: Full Time  
REPORTS TO: Director of IT and Visitor & Partner Services / Film & Travel Trade Manager  
LAST REVISED: August 2019

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### **ABOUT VISIT HUNTINGTON BEACH**

Visit Huntington Beach (VHB) is the official destination marketing organization for Huntington Beach, California. Working with its partners locally and across the globe, VHB markets and sells Surf City USA® as the quintessential Southern California beach destination, working to increase visitor spending and create an enhanced quality of life for residents.

As a 501(c)(6) non-profit organization, Visit Huntington Beach offers a modern company culture with an excellent array of benefits for full-time employees, including health, dental, and vision insurance; a generous 401(k) program; flex scheduling; a wellness program; and office snacks. We are a small, but mighty, team who believe in working hard, creating high quality work product, and having fun while doing it.

### **VISIT HUNTINGTON BEACH EMPLOYEE CULTURE STATEMENT:**

*Customer Commitment:* We develop relationships that make a positive difference in our customers' lives. *Experiences:* We deliver premium value to our customers, visitors and partners. *Integrity:* We uphold the highest standards in all our actions. *Teamwork:* We work together, across boundaries, to meet the needs of our customers.

### **POSITION OBJECTIVE**

Under the direction of the Director of IT and Visitor & Partner Services, and the Film & Travel Trade Manager, the **Tourism and Partner Services Manager** will support the ongoing Visitor and Partner Services department and the Travel Trade department efforts for VHB.

The position requires a can-do, positive attitude; excellent customer service and time management skills; comfort and proficiency with technology (computers, CRM databases, Office 365); the flexibility to adapt to changing priorities in a fast-paced environment; and a creative and strategic mindset for managing projects and processes. 2-3 years experience in the travel/hospitality industry required. Familiarization with Simpleview CRM and CMS, and a knowledge of Huntington Beach visitor amenities, are a plus. Occasional attendance at events and familiarization tours outside of normal business hours (evenings and weekends), with 5% travel, required.

### **DUTIES AND RESPONSIBILITIES**

#### **TRAVEL TRADE (25%)**

##### **1. FAM Assistance**



## **VISIT HUNTINGTON BEACH** **VISITOR, PARTNER SERVICES AND TRAVEL TRADE MANAGER**

- Work collaboratively with international agencies and VHB Film & Travel Trade Manager in developing bespoke FAM itineraries per group. This includes confirming flights and dietary restrictions, creating amenity bags, etc.
  - Accompany FAM groups for some activities and meals, to be coordinated with Film & Travel Trade Manager
- 2. Trade Show and Sales Mission Prep/Follow-Up**
    - Help coordinate collateral needed from partners
    - Assist in creating itineraries, photo & video needs, and other items for follow-up
  - 3. International Workshops for HB Partners**
    - Provide support to Film & Travel Trade Manager in planning, coordinating and executing International Workshops (annual).
  - 4. Provide support while Film & Travel Trade Manager is on sales missions or out of office.**
  - 5. Travel Trade CRM Administration**
    - Entry of post-trade show CRM updates; tracking inquiries, leads, and communications

### **VISITOR & PARTNER SERVICES (75%)**

- 1. Visitor Information Kiosk/Ambassador Programs**
  - a. Create monthly visitor services department staffing schedule
  - b. Oversee maintenance projects for Visitor Information Kiosk
  - c. Coordinate uniform resupply
  - d. Procure supplies as needed for kiosk and ambassadors
- 2. Partner CRM Administration**
  - Responsible for upkeep of the Partner database in Simpleview CRM
  - Consistently add/edit partner account information, with support from the Front Desk Representative
  - Actively update web-based event calendar throughout the year
  - Conduct regular database maintenance to ensure accuracy and prevent duplicate entries and outdated information
  - Manage Partner Portal (extranet) content and partner training
- 3. Publication Distribution**
  - a. Oversee monthly publication distribution calls/orders, with support from the Front Desk Representative
  - b. Create and distribute monthly print consumer Event Calendars and quarterly hotel Event Calendar
  - c. Maintenance/delivery of Visitor Guide racks, as necessary
- 4. Shuttle Program**



## **VISIT HUNTINGTON BEACH**

### **VISITOR, PARTNER SERVICES AND TRAVEL TRADE MANAGER**

- a. Day-to-day management of seasonal Surf City USA Shuttle program and its vendors
- b. Weekly tally sheet aggregation
- c. Delivery of all signage for stops and advertising
- d. Delivery of brochures/posters
- e. Delivery of GPS units

#### **5. Partner Information Meeting**

- a. Oversee Partner Information Meeting logistics
- b. Update event fliers for distribution
- c. Track RSVPs
- d. Send meeting reminders
- e. Set up conference room for meetings
- f. Send post-meeting follow up

#### **6. Partner Program**

- a. Oversee partner referrals and spending data entry into CRM
- b. Assemble and deliver/mail partner welcome packets

#### **7. Volunteer Program**

- a. Work with Director of IT and Visitor & Partner Services to reinstate Volunteer Program
- b. Manage volunteer schedules
- c. Coordinate logistics for volunteer recognition programs and events

#### **8. New Office Events**

- a. Help with set up of lobby for partner activations
- b. Coordinate partner networking events in new office
- c. Oversee stocking of brochure racks in lobby

#### **9. Bolsa Chica and PCH Cleanup**

- a. Liaise with Bolsa Chica Conservancy staff to conduct annual Bolsa Chica Cleanup
- b. Procure materials and provide logistics support for PCH Cleanup Coordinator

#### **10. Event Information Booths**

- a. Work with Event Information Booth Program Coordinator to procure booth materials and supplies and provide support for set-up/take-down

#### **11. Group Sales**

- a. With support from Group Sales, provide Visitor Services (publications, visitor information table services, etc.) to booked groups
- b. Send welcome letter/email to booked groups
- c. Support logistics planning for sales familiarization tours

#### **12. Other**

- a. Maintain content (provided by marketing department) on Pier Plaza digital display



## **VISIT HUNTINGTON BEACH** **VISITOR, PARTNER SERVICES AND TRAVEL TRADE MANAGER**

- b. Attend Visitor Services staff meetings and City of HB Specific Event meetings
- c. Process program invoices
- d. Other duties as assigned

### **KNOWLEDGE, SKILLS, AND REQUIREMENTS**

- 2-3 years experience in travel/hospitality industry required, preferably in a tourism/DMO/CVB environment.
- Strong writing skills, ranging from creative collateral, to branded, visitor-facing messaging.
- Strong editing skills, with a comprehensive knowledge of AP style, grammar and vocabulary.
- Knowledge of the local area, hospitality and travel trade industry are a plus.
- Ability to gather, compose and edit information in an extremely accurate manner for publishing on VHB's owned channels.
- Familiar with Microsoft Office 365 suite, Adobe Creative Cloud suite, and CRM/CMS.
- Ability to supervise outside contractors.
- Excellent analytical and presentation skills including handling many assignments simultaneously.
- Ability to work independently with little supervision.
- Effectively balance strategic thinking and execution in a fast-paced environment.
- Should exhibit creativity and resourcefulness.
- Self-confident, organized, and detail oriented.
- Ability to maintain confidentiality, as well as to exercise sound judgment and discretion in the performance of job duties, and to represent Visit Huntington Beach in a positive, enthusiastic and professional manner.
- Ability to be tactful and courteous and display an appropriate public image when representing Visit Huntington Beach.
- Ability to work within assigned program budgets and demonstrate fiscal responsibility
- Must have valid California Driver's License and auto insurance.
- Must have vehicle for use while on VHB business.
- Must be able to lift up to 40 lbs. and transport equipment and materials for use in VHB programs.