

**Job Title:** Visitor Experience Specialist  
**Department:** Visitor & Partner Services  
**Reports To:** Tourism & Partner Services Manager  
**FLSA Status:** Non-exempt  
**Classification:** Part Time; Average 15-20 hours per week  
**Supervises Others:** No

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## **ABOUT VISIT HUNTINGTON BEACH:**

Visit Huntington Beach (VHB) is the official destination marketing organization for Huntington Beach, CA. A 501(c)(6) non-profit organization, its mission is to market and sell Huntington Beach's Surf City USA brand experience as the preferred quintessential California beach destination leading to increased visitor spending and enhanced quality of life for residents.

VHB places an emphasis on teamwork; staff engagement; diversity, equity, and inclusion; professional development; community support; and sustainability. The small, but mighty, staff represents the best of Huntington Beach at a professional, high-quality, laid-back luxury level.

The Visitor and Partner Services Department brings the Surf City USA brand promise to life. Between the Visitor Information Kiosk at the HB Pier and the VHB office welcome center on 5<sup>th</sup> Street, VHB provides in-person service 365 days a year. A temporary Visitor Information Booth travels from hotels to the beach to Central Park for events, group meetings, and activations. Staff regularly work with the public, local businesses, community organizations, and the City of Huntington Beach to provide the most accurate, personalized information available with the twin goals of creating a positive and memorable guest experience and extending the guest's stay in Huntington Beach.

## **JOB SUMMARY:**

The role and top priority of the Visitor Experience Specialist is to ensure a positive and memorable experience for guests and residents of Huntington Beach. Specialists will:

- Be trained to work in multiple locations and at a variety of events throughout Huntington Beach
- Provide exceptional, professional-level customer service
- Create the best possible impression of Huntington Beach
- Encourage extended or repeat overnight visitation

Key performance indicators used to measure the Visitor Experience Specialist include:

- Attendance at professional development and community functions
- Visitor satisfaction survey results
- Partner referrals
- Quality of visitor interactions effecting visitor length of stay

## **ESSENTIAL DUTIES:**

- Promote a family-friendly atmosphere and welcoming environment to all visitors in Huntington Beach.
- Communicate effectively with a wide range of contacts; able to work well with people of diverse backgrounds, cultures, and abilities.
- Provide courteous and timely assistance to both visitors and partners.
- Represent VHB in a positive, enthusiastic, and professional manner and maintain an appropriate public image while representing the Company.
- Meet attendance requirements and work hours as needed to complete work as assigned. Must be available to work weekends and holidays.

- Remain up to date on best practices relevant to the position; enhance personal skills through a commitment to ongoing learning; attend all required trainings.
- Follow procedures and policies in completing work and making decisions. Meet all compliance requirements.
- Be familiar with the businesses, visitor amenities, transportation options, and laws and local ordinances of Huntington Beach. Be familiar with popular visitor attractions, airports, and directions throughout the Los Angeles, Orange County, and Southern California region.
- Maintain the highest degree of confidentiality in business, staff, and client matters.

### **JOB RESPONSIBILITIES:**

- Greet visitors in a friendly and positive manner, answering their questions with a proactive attitude that enhances and extends their visit.
- Distribute printed visitor information materials to guests.
- Provide information regarding current events and exhibits throughout Huntington Beach.
- Help plan itineraries and make reservations.
- Share VHB digital resources and demonstrate how to use resources on their mobile device, including website, social media, digital passes, and virtual tours.
- Maintain an accurate accounting of visitor inquiries and daily sales using provided equipment.
- Conduct retail sales and inventory management.
- Work in the Visitor Information Kiosk at the HB Pier, at the VHB office front desk, at special events, at hotels for group meetings, and at other locations, as necessary.
- Maintain an orderly, well stocked, and clean workplace as required by the provided daily cleaning schedule at each location.
- Maintain a good working relationship with businesses in Huntington Beach and become familiar with the communication system utilized in Downtown HB. The Specialist must be willing to conduct a citizen's arrest and reference what they witnessed when asked by a police officer.
- Report nuisance type behavior/crimes to the appropriate authorities. In dealing with issues, projects or problems, work toward solutions that recognize the potential impact on the organization and destination as a whole.
- Be familiar with the laws and local ordinances of Huntington Beach.
- Attend training sessions, staff meetings, and community functions.
- Perform other related duties as required and assigned.

### **EDUCATION and / or EXPERIENCE:**

- Minimum 2 years' experience in customer service role.
- In-depth working knowledge of Huntington Beach visitor amenities, programs, and services, as well as hotels, restaurants, attractions, and local surfing history.
- Knowledge of Southern California attractions and visitor amenities.
- Retail sales experience a plus.
- Conversational foreign language skills a plus.

### **OTHER SKILLS:**

- Able to work independently and exercise sound judgment and discretion in busy, and occasionally high-stress, environments.
- Able to communicate professionally and effectively in person, by phone, and by email/text/chat with a diverse range of customers and abilities.
- Able to gather and give information and instructions about local and regional visitor amenities.
- Able to remain organized and set work priorities with a minimum of direction.
- Able to maintain confidentiality in performing job duties.
- Maintains professional dress, hygiene and grooming. Ensures assigned uniform is clean and pressed as needed.
- Able to meet the physical demands of the position, including carrying loads up to 40 lbs., setting up information booths, and walking, standing, or sitting for entire shifts. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**ADDITIONAL:**

- Works evenings, weekends, and holidays as needed; attends and works community and VHB functions and events.
- Uses personal vehicle to drive on behalf of work; maintains clear driving record, valid California drivers license, and required vehicle insurance coverage.
- Background check required.
- Must be able to stand and be outdoors for up to a full 8-hour shift.

**COMPUTER & EQUIPMENT SKILLS:**

- Typical office equipment (computers, phones, mobile devices, copiers, audiovisual, fax)
- E-mail, Microsoft Office, internet browser programs, Customer Relationship Management (CRM) software
- Point of Sale systems
- Hand-held two-way radios
- Hand-held communication devices (cell phone) and tablets

**REASONING and MENTAL ABILITY:**

- Uses critical thinking skills to interpret information furnished in written, oral, diagram, or schedule form
- Uses critical evaluation skills to determine a best response to public behavior and in assistance situations
- Makes sound decisions based on information at hand
- Projects accurate future occurrences based on current or historic experiences.

**PHYSICAL DEMANDS**

AMOUNT OF JOB TIME	NONE	UNDER 1/3	1/3 – 2/3	OVER 2/3
Standing			X	
Walking		X		
Sitting			X	
Using hands to finger, handle, or feel (including equipment, simple tools and computer operation)				X
Reaching with hands and arms			X	
Climbing stairs, using ladders		X		
Stooping, kneeling, crouching, or crawling		X		
Talking and hearing	Clear speech and good hearing both face-to-face and on the phone; hears well in noisy social environments; able to communicate clearly with persons from various backgrounds and countries			
Tasting and smelling		X		
Seeing	Clear vision at 20 inches or less with or without corrective lenses; vision sufficient to drive motor vehicles safely with or without corrective lenses day and night			
Lifting	Must be able to lift and carry up to 40 pounds without assistance and transport Visit HB equipment and materials for use in programs			
Work Environment and Exposures	Work is performed in a variety of environments, including office, beach, and public venues; exposed to travel environments			