

Washburn County Tourism Association, Inc.

Office Coordinator - Job Description



Title: Office Coordinator

Department(s): Washburn County Tourism Association (WCTA)

Reports To: Executive Director

Position Overview

The office coordinator will support both directors in a variety of operational, outreach, and marketing services and functions of Washburn County Tourism Association and will report directly to the executive director. The role of the office coordinator will be to carry out the travel information center operations as assigned, as well as assisting in a variety of operational, outreach, and marketing projects.

Essential Duties & Responsibilities

Operational:

- Answer and respond to visitor inquiries via phone, mail, email or person to person communications
- Record visitor inquiries and generate reports as needed
- Handle day-to-day operations of the tourist information center
- Keep tourist information center, including outdoor areas, clean and organized
- Keep literature racks full and inventory stocked and organized
- Perform duties as assigned via staffing agreements between WCTA & non-profit organizations
- Perform administrative office functions as needed
- Handle daily bookkeeping duties of the organization
- Visitor center supply ordering
- Manage gift shop inventory and ordering

Outreach:

- Provide excellent customer service to visitors
- Interact in a positive manner with all WCTA board of directors, contacts, and personnel
- Assist with the maintenance of member & industry databases
- Develop and maintain good working relationships with area businesses and organizations

Marketing:

- Serve as brand ambassador for the tourism industry in Washburn County
- Assist with group sales marketing and mailings as needed
- Assist with special marketing projects such as social media, marketing committees, blog/creative writing, in-house brochures, mailer inserts, ad materials, etc.
- Maintain ongoing projects including but not limited to: calendar of events, LED sign messaging, weekly events sheets, sport show literature & supply inventory, visitor guide distribution
- Update and maintain tourism websites and databases

- Report seasonal and outdoor reports on all appropriate outlets as needed
- Creation and maintenance of the tourist information center annual display

Minimum Educational Requirements

High School Education or Equivalent

Abilities Required

For the person(s) in this position, excellent customer service experience is preferred and should have good knowledge of area attractions, restaurants, shops, lodging, wayfinding and more. Person(s) in this position should have excellent computer skills and be proficient in Microsoft Office Programs (ex: Word, Excel) as well as G-Suite Program (ex: Gmail, Docs, Sheets, Forms, etc.), and should have the ability to learn new computer programs quickly as needed. For the person(s) in this position, previous bookkeeping experience is preferred. Person(s) in this position should be able to lift up to 50 pounds.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Additional Information:

HR use only	
Generic title	Office Coordinator
Starting pay scale	S15-17/hour
Management? (Yes/No)	No
E/NE status	NE
F/T or P/T	F/T – Avg 35 Hours/Week
Last revised	12/14/2023

WASHBURN COUNTY TOURISM ASSOCIATION

Employment Application



APPLICANT INFORMATION			
Last Name		First	M.I. Date
Street Address			Apartment/Unit #
City		State	ZIP
Phone		E-mail Address	
Date Available	Social Security No.		Desired Salary
Position Applied for			
Are you a citizen of the United States?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If no, are you authorized to work in the U.S.?
			YES <input type="checkbox"/> NO <input type="checkbox"/>
Have you ever worked for this company?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If so, when?
Have you ever been convicted of a felony?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain

EDUCATION			
High School		Address	
From	To	Did you graduate?	Degree
		YES <input type="checkbox"/> NO <input type="checkbox"/>	
College		Address	
From	To	Did you graduate?	Degree
		YES <input type="checkbox"/> NO <input type="checkbox"/>	
Other		Address	
From	To	Did you graduate?	Degree
		YES <input type="checkbox"/> NO <input type="checkbox"/>	

REFERENCES	
<i>Please list three professional references.</i>	
Full Name	Relationship
Company	Phone ()
Address	
Full Name	Relationship
Company	Phone ()
Address	
Full Name	Relationship
Company	Phone ()
Address	

PREVIOUS EMPLOYMENT

Company		Phone ()	
Address		Supervisor	
Job Title	Starting Salary	\$	Ending Salary \$
Responsibilities			
From	To	Reason for Leaving	
May we contact your previous supervisor for a reference?		YES <input type="checkbox"/>	NO <input type="checkbox"/>
Company		Phone ()	
Address		Supervisor	
Job Title	Starting Salary	\$	Ending Salary \$
Responsibilities			
From	To	Reason for Leaving	
May we contact your previous supervisor for a reference?		YES <input type="checkbox"/>	NO <input type="checkbox"/>
Company		Phone ()	
Address		Supervisor	
Job Title	Starting Salary	\$	Ending Salary \$
Responsibilities			
From	To	Reason for Leaving	
May we contact your previous supervisor for a reference?		YES <input type="checkbox"/>	NO <input type="checkbox"/>

MILITARY SERVICE

Branch	From	To
Rank at Discharge	Type of Discharge	
If other than honorable, explain		

DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release.

Signature	Date
-----------	------