

Visitor Center Manager

Dept: Tourism

FLSA Status: Exempt

General Definition of Work

Performs executive-level work planning and organizing the management and operation directly related to the Visitor Centers' general business operations, Visitor Center and social media websites, and serves as liaison to the North Carolina Department of Transportation and Division of Tourism, Film and Sports Development, controls significant matters directly related to the mission of the Authority exercising independent judgment and discretion over decision-making related to Visitor Center matters, and related work as apparent or assigned. Work is performed under the limited supervision of the Director of Tourism. Supervision is exercised over support personnel within the Visitor Centers.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Essential Functions

- Supervises Visitor Center support staff providing input into the job status, i.e. hiring, firing, assigns duties, and promotions; and conducts annual Visitor Center support staff evaluations
- Update and maintain the Visitor Center tourism website, and related social media websites
- Supervises and directs Visitor Center support staff
- Represents the Visitor Centers through memberships and participation in various professional associations
- Responsible for arranging Visitor Center activities, events, demonstrations, displays, and annual Tourism Day events
- Oversees maintenance of Visitor Center buildings and arranging for building repairs including arranging for repairs to HVAC units
- Oversees the satisfactory appearance and maintenance of the Visitor Centers; reports repair and/or replacement needs of office equipment, furniture, computers, etc., to the Director of Tourism
- Updates and advises the Director of Tourism on personnel issues
- Monitors and orders supplies within the Authority purchasing guidelines
- Completes monthly reports, traffic counts, accident reports, emergency reports, and any other forms the Director of Tourism deems necessary
- Assures that the Visitor Centers are well-stocked with travel publications and brochures and for the attractive display of this information

- Arranges for rotating tourism exhibits
- Prepares employee work schedules and approves leave requests and employees' time sheets
- Serves as a Travel Information Counselor as needed for the traveling public by answering questions about the state's tourist facilities and attractions, history, government, current events, and highway routing; is familiar with travel and historical brochures, maps, and Authority and State publications that contain information of interest to the state's visitors
- Establishes and maintains working relationships with Chambers of Commerce, convention and visitor bureaus, tourism industry associations, and organizations and other interest groups to promote tourism in the County and State
- Responsible for training Visitor Center support staff in all aspects of customer service and ensuring that staff is well prepared to answer visitors' questions
- Works jointly with the North Carolina Division of Tourism, Film and Sports Development on various initiatives including group and familiarization tours, as needed.
- Abides by, enforces, and participates in the implementation and ongoing oversight of Randolph County Tourism Development Authority safety standards and regulations.

Knowledge, Skills, and Abilities

Comprehensive knowledge of methods, approaches, and procedures involved in travel and tourism promotion; supervisory interviewing skills, training and management; customer service; ability to read road maps, communicate effectively, and deal tactfully and cordially with all types of people; thorough skill operating standard office equipment, hardware, and software; ability to direct and evaluate the work of others; ability to effectively manage a budget; ability to understand and apply Authority accounting practices in the maintenance of financial records; ability to express ideas clearly and effectively, both orally and in writing; ability to establish and maintain effective working relationships with government officials, associates, visitors, industry partners and stakeholders, and the general public.

Education and Experience

Bachelor's degree in marketing, tourism, or related field, and one to three years' experience working in destination marketing or retail sales with management preference, or equivalent combination of education and experience.

Physical Requirements

This work requires the routine exertion of up to 50 pounds of force; work frequently sitting, using hands to finger, handle, or feel and repetitive motions, and occasionally requires standing, walking, speaking, or hearing, stooping, kneeling, crouching, or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating

machines, and observing general surroundings and activities; work has no exposure to environmental conditions; work is general in a moderately noisy location, i.e. business office, moderate traffic.

Special Requirements

Valid North Carolina Driver's License within 60 days of employment

Competencies

Communications:

Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

Job Knowledge:

Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively

Leading with Integrity:

Exhibits ethical and moral behavior in everyday business conduct; earns trust of others by disclosing information and admitting mistakes; recognizes and resolves ethical questions; ensures organizational ethics are widely understood; encourages open discussion of ethical issues; creates an environment that rewards ethical behavior

Negotiation Skills:

Clarifies interests and positions of all parties; adjusts tactics to achieve desired results; manages conflict, manipulation, and strong emotions; develops alternative options for mutual gain; builds consensus through give and take

Quality:

Demonstrates accuracy and thoroughness; displays commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work and work of Visitor Center staff to ensure quality.

Relationship Building:

Builds rapport up, down, and across the Authority; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; develops network of professional contacts; displays empathy and tolerates diverse viewpoints.

Team Leadership:

Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments

This Position Title and Description was approved by the Randolph County Tourism Development Authority Board of Directors on the 16 day of May, 2012.

Hal Johnson

Hal Johnson, Chairperson of the Authority

Vicki Bloxham

Vicki Bloxham, Clerk to the Board