

POSITION DESCRIPTION

Position Title: **Tourism Services/Community Relations Coordinator**
Department: City Manager
Division: Convention & Visitors Bureau
Retirement: KPERS
FLSA: Non-Exempt
Effective Date: March 9, 2022

GENERAL PURPOSE

Performs a variety of administrative and professional work to promote and enhance convention and tourism activities within Leavenworth. Provides general support for the CVB Director in preparing and implementing public information tools, programs and services. Provides assistance to walk-in customers, phone calls and tourism related itinerary planning along with general clerical work and engagement and coordination with area stakeholders.

SUPERVISION RECEIVED

Works under the general supervision of the CVB Director.

SUPERVISION EXERCISED

None

ESSENTIAL DUTIES AND RESPONSIBILITIES

(Note: Important duties and responsibilities may include, but are not limited to, the following)

- Provide a one-stop-shop for group tours, events and visitors looking for information and tour planning services in the City of Leavenworth. Provide customer assistance to walk-in customers and phone/email/mail correspondence.
- Composes, types, and edits correspondence to include letters, forms, mailing lists, reports and other materials requiring judgment as to content, accuracy and completeness.
- Compiles, retrieves and maintains paper and electronic documents, files, reports, contact lists and records and assists with departments' records retention.
- Processes invoices through financial software system and responsible for a City purchasing card and adhering to purchasing policies.
- Assists and carries out National Travel and Tourism Week activities including, but not limited to, obtaining sponsorships, working with local vendors, planning and marketing efforts.
- Maintains information for all convention and tourism facilities, sites and pertinent data, to include area hotels, motels, clubs, restaurants, recreational sites, attractions, etc.
- Assist with maintaining/updating social media sites/pages and website.
- Responsible for stocking and maintaining area brochures, coordination of incoming collateral to area attractions, hotels and visitor centers. Upkeep of City Hall Kiosk and Riverfront Community Center Kiosk.
- Oversee preparing marketing/promotional materials for trade shows, conferences, conventions and state meetings.
- Assist with the planning and/or execution of local community based events which would highlight the Leavenworth area as assigned.
- Responsible for staff support of Sister City Advisory Board planning and execution of Sister City itineraries, agendas and entertainment while they are visiting Leavenworth.
- Responsible for generating sales leads, booking and servicing of the Motorcoach and group travel industries, attendance at Tour Kansas meetings and targeted industry tradeshow in the Kansas City area.
- Prepares itineraries for visitors/tour operators; arrange tour guides, communicate with attractions and tour operators in the process.
- Responsible for CRM tracking and follow-up on group travel sales leads including phone and email contacts and monitoring the overall program with quarterly reports and informing the Director if changes are needed.

- Assist with cooperative programs, familiarization trips and sales missions when assigned.
- Assist with producing the Leavenworth Visitors Guidebook every year.
- Maintain collaborative working relationships with partners and stakeholders, understand their goals and needs and how they tie in with Leavenworth CVB's goals, strategic plan and marketing.
- Develop and manage stakeholder e-mail communications and newsletters.
- Seek out new partnerships and programs to increase investment and knowledge of the City and CVB.
- Develops and maintains an effective working relationship with stakeholders to include tourism businesses, neighborhood groups and community partners, other city departments, city commissioners/officials and city businesses.
- May perform other duties as assigned.

PERIPHERAL DUTIES

- Required to attend quarterly CVB committee meetings, assisting with preparation and taking minutes.
- Participate in convention bureau sponsored events as directed.
- Purchase office supplies as directed.
- May serve as a member of various employee committees as appointed or directed.
- Be visible in the public attending events/visiting Leavenworth businesses to promote CVB, as directed.
- May attend regional and statewide Tour Kansas meetings. May serve as back-up for additional CVB related meetings or conventions.

MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Must have a high school diploma or equivalent.
- (B) Able to type **35 wpm**. Typing test is administered at the Leavenworth Workforce Partnership Center.
- (C) Must possess a valid driver's license at time of application (and maintain for duration of employment) and meet insurability standards under fleet insurance policy.
- (D) Must have minimum of two years' experience in a business, professional or governmental office performing a broad range of administrative duties with constant public contact, with at least 6 months in travel/hospitality, tourism or marketing setting.
- (E) Must be able to accommodate a flexible schedule to meet the attendance requirements of the position.

Necessary Knowledge, Skills and Abilities:

Knowledge of:

- Leavenworth community and surrounding areas, to include area business and attractions.
- Business English, spelling and business math.
- Office practices and procedures and general record keeping procedures
- Working knowledge of website development/maintenance and social media posting.

Skills:

- Public relations and public speaking; Excellent relationship building and networking skills.
- Composing/preparing memos, reports and correspondence.
- Effective verbal and written communication skills.
- Skill in operating the listed tools and equipment.

Ability to:

- Function effectively with minimal instruction and changing priorities.
- Read, write and speak English distinctly and clearly.
- Effectively present information verbally, and in writing, to individuals or groups.
- Follow oral and written instructions.
- Maintain composure while working in a high traffic environment and able to multi-task.
- Deal professionally and courteously with the public; receive and process requests; establish and maintain effective working relationships with other agencies and departments.
- Make minor decisions in accordance with CVB Policies and Procedures and apply departmental policy in routine work procedures.

DESIRABLE QUALIFICATIONS

- (A) Post-secondary, Vo-tech, secretarial school or associates degree in tourism, marketing, communications or closely related field.
- (B) Three or more years' experience in a business, professional or governmental office performing a broad range of administrative duties.
- (C) One or more years' experience in the functions and support of a convention or tourism office, travel/hospitality industries or communications related field.
- (D) Ability to speak clearly to individuals and small groups with a thorough understanding of the department's mission, duties and responsibilities.
- (E) Experience in the use of social media networks, such as Facebook, Pinterest, Twitter, etc.

TOOLS AND EQUIPMENT

Personal computer, including Microsoft Office, word processing, spreadsheet and database software, internet, website and social media; financial software; printer; 10-key calculator; copy machine; fax machine; scanner; typewriter; and multi-line telephone system.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee is expected to be able to sit, stand, walk, talk, hear, see and use hands and feet, feel objects such as office equipment and files and reach for materials at a customary height. The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderately quiet.

SELECTION GUIDELINES

Formal application and review of qualifications, education and experiences; testing which may include: written and/or practical examination, oral interview; final selection, background investigation, reference check and post-offer medical examination to include a drug screen; and other job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

APPROVAL AUTHORITY:

Department Head

Date

HR Director

Date