

CURRITUCK COUNTY JOB DESCRIPTION

JOB TITLE: VISITOR RELATIONS SPECIALIST VISITOR'S CENTER SUPERVISOR

GENERAL STATEMENT OF JOB

Under limited supervision, provides public relations and customer service to visitors, residents, and businesses. Responsible for the scheduling of part-time staff at Historic Corolla Park, Whalehead and scheduling bus tours. Oversees office and mail operations of Historic Corolla Park and the Whalehead Club visitor's center. Responsible for retail merchandise and maintaining retail center, including the ordering, maintenance and reporting of merchandise and sales. Assists with Historic Corolla Park and Whalehead tours when needed. Position is based at the Whalehead Club in Corolla. ~~Currituck Outer Banks Visitor's Center in Corolla.~~ Reports to the Visitor Center Supervisor Travel & Tourism Director / Public Information Director.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

- ~~Answers questions, provides brochures, and distributes other tourism related information.~~
- Completes monthly scheduling of part-time associates to ensure staff coverage during open hours at Historic Corolla Park and the Whalehead.
- Oversees visitor center office operations including mail fulfillment, ~~recruitment and~~ evaluations of part-time staff, purchase of office equipment, and other supervisory tasks as it pertains to part-time staff.
- Ensures overall organization and cleanliness of the center and maintains the center's facility use policy manual.
- Trains new associates on Historic Corolla Park, the Whalehead Club, general area, restaurants and other services and attractions available to visitors in Corolla and the Mainland.
- Ensures coverage for all associates that cannot work assigned shift.
- May take calls from security agency when an alarm is triggered and return to Historic Corolla Park and the Whalehead Club to check on alarm status and to reset the alarm.
- Reports maintenance issues at the Center and follows up on reported issues.
- Assists visitors, answers questions and provides information on the area. Maintains a well-informed, working knowledge of the attractions and services available in the area to visitors.
- Maintains spreadsheet for all website requests for printed materials and emails spreadsheet to the Public Relations Coordinator on bi-weekly basis.
- Maintains merchandise inventory and reports for merchandise sales.
- Makes daily bank deposits for merchandise sales.
- Maintains correct amount of cash in the POS.

**VISITOR'S
-CENTER SUPERVISOR**

- Sends all paperwork and reports on merchandise sales to the Currituck County Finance Department.
- Gathers information for Purchase Orders and generates County sales/retail contracts for submission and review by Visitor Center Supervisor.
- Ensures the Visitors' Center is well maintained and stocked with brochures and other informational materials following the brochure distribution policy; and provides local businesses with current printed materials.
- Mails ~~Ships~~ appropriate promotional material to individuals and organizations as requested.
- Ensures all inquiries from mail, walk-in, website, and telephone receive prompt and courteous responses.
- Assists with the organization of events and activities.
- Maintains ~~Visitor's Center~~ statistics; creates various reports as requested.
- Maintains Historic Corolla Park and Whalehead procedures manual.
- Maintains a cohesive working relationship with all other Department personnel to ensure a unified and effective promotional effort.

ADDITIONAL JOB FUNCTIONS

Performs duties as assigned by the Visitor Center Supervisor, Site Manager/Curator, Travel & Tourism Director / ~~Public Information Director~~ during a State of Emergency or other disaster.

Performs other related work as required.

MINIMUM TRAINING AND EXPERIENCE

Requires any combination of education and experience equivalent to graduation from high school and at least two years work experience which provides the required knowledge, skills and abilities. Prefer applicants with experience at a visitors' center, government agency, marketing firm, or other tourism-related industry.

SPECIAL REQUIREMENT

Possession of a valid North Carolina driver's license.

**MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED
TO PERFORM ESSENTIAL JOB FUNCTIONS**

Physical Requirements: Must be physically able to operate a variety of machinery and equipment, including computers, typewriters, copiers, calculators, facsimile machines, cameras, etc. Must be physically able to operate a motor vehicle. Requires the ability to exert up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible

**VISITOR'S
-CENTER SUPERVISOR**

amount of force constantly to move objects. Physical demand requirements are in excess of those for sedentary work. Light Work usually requires walking or standing to a significant degree. However, if the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work and the worker sits most of the time, the job is rated for Light Work.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or composite characteristics (whether similar or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes giving instructions, assignments or directions to clients and supporting personnel.

Language Ability: Requires the ability to read a variety of reports, correspondence. Requires the ability to prepare a variety of correspondence, reports, forms, budgets, studies, projects, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak before groups of people with poise, voice control and confidence.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; and to deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical or professional languages, including accounting, engineering, legal, and marketing terminology.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; calculate decimals and percentages; interpret graphs.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using office equipment.

Manual Dexterity: Requires the ability to handle a variety of items, such as keyboards, control knobs, toggle switches, levers, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear.) Must be able to communicate via telephone.

**VISITOR'S
~~CENTER SUPERVISOR~~**

KNOWLEDGE, SKILLS AND ABILITIES

Working knowledge of the methods and techniques used in marketing and promotion for travel and tourism.

Considerable knowledge of the available resources of the County.

Considerable knowledge of general management and business organization principles and practices.

Considerable knowledge of County geography.

Considerable knowledge of ethical guidelines applicable to the position as outlined by professional standards and/or federal, state and local laws, rules and regulations.

Ability to use common office machines, including popular computer-driven word processing, spreadsheet and file maintenance programs.

Ability to exercise considerable independent judgment and discretion in establishing, applying and interpreting policies and procedures.

Ability to effectively express ideas orally and in writing.

Ability to exercise tact, courtesy and firmness when in contact the general public.

Ability to establish and maintain effective working relationships as necessitated by work assignments.