



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: VISITOR SERVICES MANAGER

BARGAINING UNIT: CIV MANAGEMENT **CODE NUMBER:** 0515

PAY RANGE CODE: 18.1 MC **REVISION DATE:** 2/4/16

NATURE OF WORK:

This is supervisory work in the operation of the Omaha Visitor Center. Work involves developing and managing the customer experience program and ensuring appropriate resources are available for visitors to the Omaha area. This includes bringing training and product awareness to community leaders and businesses, providing suggestions, brochures and maps, and reaching out to the local community and industry partners. An employee in this classification exercises independence in the performance of duties and responsibilities and receives general guidance from a supervisor.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Assists visitors with planning itineraries, answers questions pertaining to the area, and connects visitors with various Omaha Convention and Visitor Bureau (OCVB) guide tools.

Maintains a complete working knowledge of the destination events, attractions, and services available to visitors in the Omaha metro area.

Ensures a sufficient stock of brochures and promotional materials are maintained. Ships out all Visitor Guides and promotional material requests received via phone/email.

Develops specialized visitor information as needed.

Delivers presentations to the public on visitor services and attractions.

Represents the Omaha metro area at tradeshow and events as needed.

Ensures that OCVB is visible at pre-established events and provides a daily log of routes, times, and any pertinent feedback from visitors and members.

Recruits, hires, trains, schedules, supervises, and evaluates the performance of staff and volunteers.

Provides sufficient and ongoing training to ensure quality and consistent customer service.

Researches new companies and activities that may be attractive to visitors.

Reaches out to the local community including schools, universities, buses, bikes, taxis, airport, and hotel shuttles.

Tracks the responses of visitors and provides the Executive Director with reports of their success as well as reports from the visitors' log.

Fulfills orders and manages inventory via Customer Relationship Management (CRM).

Oversees merchandise sales and revenue generation.

Coordinates with sales team all service requests including motor coach and welcome receptions.

Coordinates familiarization trips for employees as needed.

Represents the principals of the visitor experience to ensure that the partner programs remain focused on what the visitors want and need. Ensures the partner programming drives excellence in delivering the visitor experience.

Achieves department annual goals as assigned.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of departmental policies, procedures, and functions.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Skill in the use of marketing tools and techniques to attract visitors and conventioners to the greater Omaha metro area.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to train, schedule, oversee, and evaluate the work of a number of subordinates.

Ability to recruit and manage a volunteer workforce.

Ability to develop, explain, and install new procedures or alter current procedures to meet the Omaha Visitor Center's needs.

Ability to present ideas and proposals in a persuasive manner.

Ability to prioritize and oversee multiple projects and responsibilities while meeting stringent deadlines.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Hospitality Management, Marketing, Business Administration, or a related field

AND

Three (3) years of experience in marketing, public relations, retail, or a related field, one (1) year of which must have been in a supervisory capacity.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

The following industry certifications are preferred: Certified Meeting Professional (CMP), Certified Government Meeting Professional (CGMP), or other related certifications.

The following industry memberships are preferred: ASAE Center for Association Leadership, Meeting Planners International (MPI), Professional Convention Management Association (PCMA), and Society of Government Meeting Planners (SGMP), or other related memberships.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Facsimile Machine

Copier
Printer

Previous Revision Date(s):