

## **SoIN Tourism Position Description**

**Position:** Visitor Services Coordinator  
**Employment Status:** Exempt/full-time/salary  
**Report to:** Trade & Consumer Sales Manager  
**Direct Reports:** Travel Counselors

*Support the organization's role of destination marketing by ensuring that the bureau's Visitor Information service engages visitors, provides compelling and helpful travel information, and contributes to achieving the bureau's marketing objectives.*

### **Responsibilities**

- Supervision of staff members and facilities at Visitor/Welcome Centers – 30%
- Represent SoIN Tourism and the SoIN destination at consumer travel shows, local festivals and balloon outings – 30%
- Ensure SoIN Tourism's materials are distributed so visitors, partners and other stakeholders have up-to-date destination information – 20%
- Collect and maintain data to provide greater insights into visitor behavior to help inform the bureau's marketing efforts – 20%

### **Requirements**

- A friendly, engaging personality who is able to listen first and provide recommendations for visitors based on their preferences.
- Ability to energize a team of part time travel counselors to be enthusiastic ambassadors for the SoIN and Louisville visitor experience.
- Proficiency in or the ability to learn Microsoft Office 365 applications, social media administrative functions, and the willingness to learn proprietary online database applications.
- Basic knowledge of the geography of the Louisville metro area
- Ability to work weekends and to engage in limited travel
- A clean driving record
- Ability to lift 50 lbs.

The above is intended to describe the general content for the performance of this position. It is not to be construed as an exhaustive statement of responsibilities and duties.