

City of Forsyth Welcome Center/Tourism Specialist

General Statement

The purpose of this position is to provide hospitality and tourism assistance to Welcome Center visitors and callers; to provide administrative support to the Executive Director and to assist in the marketing of the City of Forsyth CVB in social media content development, newsletter writing, and lead fulfillment. Also maintains current information concerning community events, hotels, attractions, meeting spaces and restaurants.

Essential Duties and Responsibilities

- Maintains a working knowledge of the City of Forsyth and surrounding area's tourism inventory including accommodations, retail, restaurants, attractions, events, exhibits, and other related tourism services.
- Responds to inquiries and the needs of walk-in visitors, telephone and website requests.
- Keeps extensive record of daily visitation, reservations and referrals to local tourism partners for the purpose for completing State required reports and to maintain "Regional Visitor Information Center" status.
- Study and pass the State's "Regional Visitor Information Center" exams as required.
- Maintains updated hotel, event and attraction information for City of Forsyth CVB publications, website, etc.
- Maintains relationships with hospitality providers to keep current information about new features and special offerings to share for use in sales and marketing materials, on the web and in social media.
- Creates presentations, video clips from special events, etc. that can be used on all websites and social media platforms.
- Assists the Executive Director in developing content for the web, newsletters and social media.
- Prepares reports as needed by the Executive Director.
- Keeps City of Forsyth CVB's Hospitality & Tourism information current on DMO and association websites: Explore Georgia, TRIPinfo.com, STS, GACVB, etc.,
- Keeps the Welcome Center stocked with brochures and other informational materials. Manages brochure fulfillment requests. Manages the hospitality email account
- Supports the Executive Director's sales efforts by preparing welcome/wedding/group promotional items in a timely and organized manner.
- Assists with updating all distribution databases. Also, inputs contact data collected from visitor registry into database.
- Represents the CVB at local events and community functions as required.
- Performs other duties as assigned by the Executive Director.
- Some travel, evening and weekend hours required.

Basic Qualifications

- High School Diploma or GED plus additional studies
- Three (3) years secretarial or administrative experience
- Ability to establish and maintain effective relationships with other employees, volunteers, public officials, media and general public,
- Ability to manage multiple priorities and meet deadlines.
- Self-starter with strong organizational skills and attention to detail.
- Ability to lift and carry materials and office supplies up to 25 pounds.
- Knowledge of office procedures, methods, and equipment; must have thorough knowledge of proper phone etiquette, basic business letter writing; and administrative procedures affecting inventory, purchasing, accounting, and personnel/payroll transactions
- Possession of a valid Georgia driver's license and reliable transportation.

Preferred Qualifications

- Associate's degree in Office Administration or business related field and three (3) years secretarial or administrative experience
- Experience in the hospitality/tourism industry desired but not required.
- Five (5) years extensive office administration, practices, procedures and principles, sound business communication including experience supporting management
- Working knowledge of social media (i.e Facebook, Twitter, Instagram).
- Familiarity with Constant Contact or other email marketing software.
- Knowledge of Microsoft Office applications, with advanced expertise in Word and Excel; proficiency with personal computers and handheld devices.
- Ability to exercise good judgment in maintaining information, records, and report; ability to read, understand and review documents for accuracy and relevant information
- Must possess exceptional people and organizational skills with ability to prioritize and multi-task; ability to deal with all levels of public/personnel in a courteous and efficient manner and exercise discretion on confidential matters; establish and maintain effective working relationships with those contacted in the course of work.