

**ASHEVILLE AREA
CHAMBER OF COMMERCE**

JOB TITLE: Administrative Assistant

REPORTS TO: Assistant VP Group Sales & Services

DEPARTMENT: Asheville Convention & Visitors Bureau

PAY STATUS: Non-exempt

PRIMARY FUNCTION:

Plans, coordinates and administers a variety of clerical support and administrative functions primarily for the group sales and services department. This position also provides supplemental administrative assistance as needed for key program areas within the Convention & Visitors Bureau's (CVB) Executive Office and the Marketing and PR department. While there may be projects and tasks assigned that are not specifically addressed in this description, the assigned work will be in the administrative support area.

JOB DESCRIPTION/RESPONSIBILITIES:

- Maintains and updates all files and records pertaining to the department, working extensively with database management.
- Inputs data retrieved by sales managers from sales missions, trade shows and other activities into department CRM.
- Assists with the department's wedding initiatives including but not limited to wedding guide inquiry responses and fulfillment, correspondence related to wedding room leads and follow-up to leads issued.
- Collects and verifies data for lodging, dining, events, attractions and other relevant categories vital in populating the *Official Asheville Travel Guide* and the *NC Travel Guide*.
- Assists sales managers with logistics and clerical support for sales trips and client presentations.
- Performs receptionist duties for the CVB and is responsible for routing phone calls to the appropriate departments and welcoming guests/industry partners that come by the CVB offices.
- Updates and maintains event calendars on a weekly basis on www.ExploreAsheville.com and www.VisitNC.com.
- Collects, verifies and enters lodging initiated package details in content management system for Buncombe County occupancy tax collecting properties.

- Updates and maintains listings of tourism-related businesses meeting qualifications for inclusion on applicable www.ExploreAsheville.com pages.
- Assists with assembling and processing of mailings, gift bags, service packets, and other targeted efforts directed at key customers and clients.
- Performs routine administrative support and coverage for the CVB departments: phones, copying, office coverage, word processing, e-mails, etc.
- Processes and compiles statistical information for required reports and special projects.
- Coordinates office supply orders and charges departments using applicable account codes. Ensures office equipment is stocked and functioning properly.
- Provides limited research for specific projects that help staff make informed and accurate decisions.
- Where and when appropriate, assists with Visitor Center operations on an *as needed* basis to help drive visitation to the Asheville area.
- Processes routine matters independently, disposing of some personally and/or referring others to the appropriate personnel.
- Performs other administrative functions as directed.

JOB KNOWLEDGE / SKILLS / ABILITIES:

- Professional and friendly demeanor
- Collaborative team player
- Organized and able to manage multiple projects and deadlines
- Excellent communicator with strong writing ability and proofreading skills
- Proficient with Microsoft Office and other related software, central phone system and basic office equipment
- Able to clearly follow oral and written instructions
- Effectively builds relationships with colleagues and industry partners
- Database proficiency

EXPERIENCE AND TRAINING:

Prior work experience of at least one year in an administrative position, which included keyboard and computer operations, would be required to prepare for this position. This position requires proficiency with Microsoft Office applications, specifically Excel, Word and PowerPoint. A working knowledge of mail merge is required. Six months in the position would be necessary to become proficient in most phases of the job.

EDUCATION OR EQUIVALENT:

Associates degree in office management or tourism preferred with computer operations courses or equivalent combination of education, related experience or training would be necessary to prepare for this position.

CONTACT WITH OTHERS:

Ongoing contacts include Chamber staff, CVB staff and leadership. Additional contacts include tourism industry partners, members of the Chamber and the public at large. All contacts are for the purpose of exchanging or providing information and require tact, courtesy and professional decorum.

CONFIDENTIAL DATA:

Has access to inter-departmental memos, database files and other Chamber-related information, all of which are considered confidential.

RESPONSIBILITY FOR ACCURACY:

Computer entries and correspondence must be accurate and well maintained. Attention to detail is imperative.

MENTAL/VISUAL/PHYSICAL EFFORT:

The degree of concentration varies from slight to intense based on the work being performed. Position is subject to frequent interruptions, which require varied responses. While performing duties of this job, the incumbent is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Subject to occasional lifting and carrying of supplies. Requires visual acuity, manual dexterity and good eye/hand/foot coordination, and the ability to lift 35 pounds.

RESOURCEFULNESS & INITIATIVE:

Follows well-defined policies and procedures. Initiative and resourcefulness are required to accurately complete job assignments in a timely fashion.

ENVIRONMENT:

Works in a normal office environment.