

ASHEVILLE AREA CHAMBER OF COMMERCE

JOB TITLE: Visitor Services Assistant Manager

REPORTS TO: Director of Visitor Services

DEPARTMENT: Visitor Center

PAY STATUS: Exempt

Primary Function: Assists the Visitor Services Director with a concentration on the Asheville Shop performance. The position will also be responsible for providing services for accommodation industry partners and Chamber members along with their sponsorships. The Visitor Center is a seven day a week operation and requires staffing at all times.

Job Description:

- Provides complete oversight of the Asheville Shop working closely with the Asheville Shop Manager to help coordinate marketing, merchandising, purchasing, inventory management, and data reporting resulting in a measurable increase in profit.
- Implements accommodation industry partner marketing in the Visitor Center
- Coordinates the setup and disassembly of sponsorship displays in the Visitor Center
- Greets and provides information to the public, in person and by phone. Directs visitors using a variety of local and state maps. Supports volunteer staff of the Visitor Center.
- Compiles and prepares various operational reports
- Serves as a resource person to Chamber members regarding Visitor Center activities
- Ensures a clean and attractive environment for the Asheville Shop and Visitor Center
- Coordinates decorations and refreshments for the Center on special occasions.
- Attends various meetings related to Chamber business and Visitor Center activities as required
- Assists with the development of the Center's operating budget, and administers it according to established guidelines and procedures
- Maintains and updates the Center's files, reports, and mailing lists using the Chamber's computer system and related software
- Opens and closes the Visitor Center as needed.
- Performs other duties as assigned.

JOB KNOWLEDGE/SKILLS

Proficient with Microsoft Office and with Point of Sale software; collaborative team player; organized and able to manage multiple projects and deadlines; excellent communicator with strong writing ability and proofreading skills; proficient with retail databases and able to create and interpret reports; effectively builds and maintains relationships with industry partners, clients, colleagues and the general public; able to clearly follow oral and written instructions.

EDUCATION & EXPERIENCE:

Completion of an Associate's Degree or a Bachelor's degree, with courses in Marketing, Hospitality, Business, or equivalent combination of education, related work experience or training. Marketing, merchandising,

purchasing, producing reports, and data analysis experience is required. Six months in the position would be necessary to become proficient in most phases of the job.

CONTACT WITH OTHERS:

Has constant contact with volunteers, co-workers, visitors, Chamber members, accommodation industry partners, the Visitor Services Director, and Executive Director of the Bureau. All contacts are for the purpose of exchanging or providing information and require tact, courtesy and professional decorum.

RESPONSIBILITY FOR ACCURACY:

Responsible for the accuracy of work performed by self and subordinates. Attention to detail is paramount to job performance.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions, which require varied responses. While performing duties of the job, incumbent is routinely required to stand, walk, reach with hands and arms, talk and hear. Requires frequent lifting of up to forty pounds, and transporting materials in the Visitor Center. Requires visual acuity, manual dexterity and good eye/hand/foot coordination.

RESOURCEFULNESS & INITIATIVE:

Performs routine and semi-routine duties according to established guidelines and procedures. Creativity is used to display retail items. Initiative and resourcefulness are used to market the information and materials available.

ENVIRONMENT:

Work is performed in a public accessible environment with foot traffic exceeding 1000 visitors daily during peak season.

SCOPE OF SUPERVISION

Assists with overseeing the Asheville Shop and Visitor Services staff.

CONFIDENTIAL DATA:

Has access to budgets and financial reports which are considered confidential and would not be in the Chamber's best interest to disclose. Has access to customers' credit card information.