



JOB TITLE: Hospitality Coordinator
REPORTS TO: President & CEO
DEPARTMENT: Executive Office
FLSA STATUS: Non-Exempt

ABOUT EXPLORE ASHEVILLE, CONVENTION & VISITORS BUREAU: Our team helps to create and sustain a vibrant tourism economy by attracting overnight visitors and expanding the customer base for local businesses. We work on behalf of the Buncombe County Tourism Development Authority (BCTDA) to support local tourism partners including attractions, lodging, retail, recreation and the arts.

Nestled in the highest mountains in the East, Asheville is a hip, artsy destination with Southern flare and a welcoming nature. A vibrant, eclectic downtown featuring art galleries, farm-to-table and independent restaurants and a thriving music scene beckons visitors and residents. America's favorite scenic byway, the Blue Ridge Parkway winds its way through Asheville to Mount Mitchell, the highest peak in the East, about 20 miles northeast. Biltmore Estate, America's largest home is located here. With surprises around every corner – from a spontaneous drum circle, avant-garde theater, brew pubs, chocolate lounges, art that inspires the soul, to lush mountain peaks with biking trails, hikes, zip lines and whitewater, Asheville is a destination with a style and rhythm all its own.

With over three decades of focused promotion, Asheville has become a top destination for travel, earning Lonely Planet's 2017 #1 Best in the US Destination designation, among many accolades. Explore Asheville promotes the destination through out-of-market advertising and other marketing, public relations and sales initiatives, resulting in approximately 3.8 million overnight leisure visitors each year and a tourism economy that generates nearly \$3 billion of annual economic activity in Buncombe County. The success of the tourism sector has been a big part of the economic vitality of Asheville, fostering new businesses of all kinds — including many new hotels that will generate additional customers, jobs, and millions of dollars of property and sales taxes.

We value teamwork, excellence and camaraderie. Qualified candidates are invited to apply to join our accomplished and dedicated team.

PRIMARY FUNCTION:

Support a vibrant workplace and collaborative team culture through hospitality for colleagues, partners and committees. Coordinates and administers a variety of hospitality, administrative and partner functions for Explore Asheville and when needed, specifically for the Executive Office, Public Affairs, Group Sales & Services, and Marketing & Public Relations departments. While there may be projects and tasks assigned that are not specifically addressed in this description, the assigned work will be service-based and administrative in nature.

JOB DESCRIPTION:

- Manages and/or performs meeting room set-up and clean-up, including the monthly Buncombe County Tourism Development Authority (BCTDA) meetings.
- Provides audio-visual support for meetings. This includes troubleshooting and resolving issues when necessary.
- As a means of driving our office culture, by leading or scheduling trainings and/or providing written instructions, assures all staff have the necessary knowledge to operate current AV technology in our building, and new AV technology as it is introduced, to its fullest potential.
- Plans and manages staff functions, celebrations and recognitions, including anniversaries and birthdays, with support from the internal Social Committee.
- Coordinates the use of all meeting space by outside groups.
- Maintain Explore Asheville's *Meeting Room Usage Guidelines* and assure it is relevant and responsive to all needs and concerns of the organization.
- Assists with mailings, gift bags, service packets, and other items directed at key media and group sales and service clients.
- Picks-up and delivers gifts and conference materials to area hotels as needed.
- Assists the two Group Sales and Services Specialists with executing the 48-Hour Meeting Planner Experiences, familiarization (fam) tours, inbound site visits, AAA webinars and client events for the department.
- Ensures that all meeting rooms, the workroom and breakroom, are clean and organized.
- Maintains and monitors office supply levels and places orders when needed. Maintains and organizes efficient and optimum use of the storage spaces within the Work Room and Break Room.
- Monitors all copiers/printers/scanners, seeing that each is stocked and functioning properly and troubleshoots equipment malfunctions.
- Assists Public Affairs with partner events. Creates registration pages on *EventBrite*, participates in site visits when appropriate, coordinates presentations and AV needs, and ensures needed supplies are ordered and/or purchased in advance of event. Prints registration lists and creates name tags.
- Manages Explore Asheville's *Partner Connect* Facebook page. Posts items independently and engages with other departmental staff to submit posts highlighting Explore Asheville's program of work, events and/or items of general interest to industry partners.
- When needed, receives guests and visitors to our building, ensuring their needs are met and notifying appropriate staff of their presence.
- Provides additional administrative support when requested.

REQUIRED QUALIFICATIONS:

- A degree from an accredited institution or an equivalent combination of education and professional experience in hospitality, meeting planning and/or communications.
- A strong desire and an innate ability to support the needs of fellow staff and tourism industry partners.

PREFERRED QUALIFICATIONS:

- Associate Degree from an accredited institution in business, hospitality, tourism, or communications
- Event planning and/or Human Resources experience
- Natural ability to interface with individuals
- Experience using audio-visual equipment
- Appreciation for Buncombe County's tourism industry
- Desire to foster a happy and productive workplace

JOB KNOWLEDGE/SKILLS/ABILITIES:

- Collaborative team player and a self-starter
- Strong customer service skills with an innate ability to serve others within a hospitality framework
- Professional and friendly demeanor
- Very organized, with a demonstrated record of managing multiple tasks, projects and deadlines
- Excellent interpersonal communication skills coupled with strong writing skills
- Proficient with the Microsoft Office suite of programs: Outlook, PowerPoint, Excel and Word.
- Able to effectively build and maintain relationships with industry partners, clients and colleagues
- Able to follow and provide clear verbal and written instructions
- Sees projects and tasks through from start to finish, requesting additional direction when needed.

CONTACT WITH OTHERS:

Internal contacts include the Buncombe County Tourism Development Authority members and Explore Asheville staff. External contacts include public officials, local businesses, tourism industry partners, Asheville Visitor Center staff and volunteers and the public at large. All contacts are for the purpose of promoting the BCTDA and Explore Asheville and require tact, courtesy and professional decorum.

ORGANIZATIONAL DATA AND INFORMATION:

This position will have access to management discussions, inter-departmental memos, database files, and partner/member information and business inquiries. If a request for any of this information or other organizational material deemed sensitive is made by an outside individual or organization, such a request should be brought to the attention of the President & CEO, who is the only staff person authorized to release such material.

RESPONSIBILITY FOR ACCURACY:

Attention to detail is imperative in the planning of meetings and in the communication with staff and external partners running the meetings.

SCOPE OF SUPERVISION:

None.

PHYSICAL EFFORT:

While performing duties of this job, the incumbent is routinely required to stand and walk, often carrying boxes of supplies. There can be periods of frequent lifting and relocating furniture such as meeting chairs and carrying boxes of supplies.

TRAVEL:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license and own or have access to an automobile when needed.

ENVIRONMENT:

Works within a cubicle inside a modern office setting. A background check and drug testing is required as a final condition of employment for all new hires.

APPLICANTS:

Please submit the following two attachments: 1) Resume and 2) Cover Letter describing why you are interested in this position. Send attachments to gcox@ExploreAsheville.com.

Deadline for applying is 5:00 p.m. on Friday, February 1.

No phone calls or drop-offs accepted.