

JOB DESCRIPTION

TITLE: Tourism Services Assistant

PAY RANGE: \$15/Hour

DEPARTMENT: Tourism

SUPERVISOR: Tourism Director

CLASSIFICATION: Part-time

DATE CREATED: May 2021

Summary of Responsibilities:

This position is an assistant to the Tourism Director, and will be based at the Amtrak Station. The ideal candidate will have strong customer service and communication skills via face-to-face, email and phone.

Knowledge and Abilities:

- ◆ Possess a professional appearance and excellent public relations skills
- ◆ Demonstrates ability to communicate effectively orally and in writing with supervisors, employees, and the general public;
- ◆ Demonstrates ability to establish effective working relationships with supervisors, employees, and the general public
- ◆ Ability to prepare and analyze comprehensive and technical reports and data
- ◆ Able to use good judgment
- ◆ Ability to comprehend instructions quickly and complete assigned tasks
- ◆ Demonstrates knowledge of social media platforms such as Facebook, Twitter, Pinterest, and Instagram and adept in their administrative usage
- ◆ Proficient in the use of spreadsheets

Essential Duties and Responsibilities:

- ◆ Provide excellent customer service to visitors, train passengers, Visit Hermann Partners, City of Hermann staff & citizens, etc., via phone, email, and face-to-face.
- ◆ Provide excellent customer service to requests for information via Facebook, Instagram, Twitter, Pinterest and other social media
- ◆ Update Partner information on Business Updates Spreadsheet, maintain current spreadsheet of Partners, add Partner to Visit Hermann FB Group, update map for Willkommen Visitor Guide/website, manage FB event co-hosting service for Partners.
- ◆ Re-stock Willkommen Visitor Guide, rack cards, menus, etc. at Visitor Information Center etc.
- ◆ Be the first point of contact for Group Services and be versed in general information.
- ◆ Prepare and mail visitor information packets
- ◆ Interact with followers on FB, Instagram, Twitter, Pinterest, etc.
- ◆ Develop a volunteer program for volunteers to greet train passengers, 7 days a week.
- ◆ Add Hermann Events to other Calendars of Events, ie., VisitMO.com, Missouri Life magazine, Rural Missouri magazine, Explore St. Louis, etc.
- ◆ Represent Visit Hermann at trade shows, conferences and events as needed.

- ◆ Maintain Hermann listings on VisitMo.com, ie., Caboose Museum, Hermann Fire Co. Museum, Grand Bluffs Conservation Area, etc.
- ◆ Develop and update slide show and/or videos for screens at the Amtrak Station.
- ◆ Develop Schedules of Events for high-visitor-traffic weekends, ie., Maifest, Oktoberfest, Christmas, etc.
- ◆ Process requests for donations
- ◆ Submit monthly report to Tourism Director:
 - Daily record of visitors, Amtrak arrival times, phone calls, etc.
 - Social media analytics report.

Other Duties:

- ◆ Employee will be using personal vehicle and must provide valid drivers license and proof of insurance
- ◆ Attends meetings at the request of the Tourism Director
- ◆ Represents Tourism Department at various meetings and conferences applicable to duties assigned
- ◆ Other miscellaneous duties as assigned

Education: High school diploma or equivalent; plus two years experience in related field.

Tools and Equipment Used:

- ◆ Personal computer including word processing software and social media platforms
- ◆ Slide show and video equipment

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed in an office setting.

While performing the duties of this job, the employee is regularly required to talk or hear, sit, use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to stand or walk.

The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust focus.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The duties listed above are intended only as illustration of the various types of work that may be performed. The omission of the specific statements of duties does not exclude them from the position of the work other than similar, related or logical assignment to the position. The job description does not constitute an employment agreement between the employer and employee, and requirements of the job may change.

The candidate must pass a drug/alcohol test and a physical based on the job description before job offer is finalized.