

CITY OF MIDDLETON
 TOURISM VISITOR INFORMATION MANAGER



Division/Department	Tourism	
Location	1811 Parmenter Avenue	
Job Title	Tourism Visitor Information Manager	
Reports to	Tourism Director	
Level/Grade	Type of position:	Hours <u>40</u> / week
	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> LTE <input type="checkbox"/> Seasonal	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt

GENERAL DESCRIPTION

Under the general supervision of the Director of Tourism, the role of Tourism Visitor Information Manager is to provide direction, coordination, scheduling and consultation for all visitor information services within the organization in a manner that ensures consistent and quality service is offered and maintained that will enhance our visitor's experience within the City of Middleton and to a lesser extent the Greater Madison areas. This position is responsible for the support and implementation of programs required for service to groups that are meeting and/or staying in Middleton. Additional duties will include certain administrative-like services and day-to-day visitors' center operations. Therefore, a strong customer service ethic is essential for this position. The position has an expectation of knowledge or experience in both municipal operations and the Middleton Tourism Commission office operations.

JOB FUNCTIONS

- Coordinates visitor guide/information requests quickly and efficiently within budgeted parameters.
- Manages the visit Middleton website & app content regarding up to date listings, calendars etc.
- Administers the content for the travelwisconsin.com/EXTRANET website.
- Facilitates most changes, updates and photos for the Middleton area for travelwisconsin.com.
- Fulfills all service related requests required by group tour operators, conferences and training groups held in Middleton.
- Customizes marketing templates based on individual groups (welcome letters, etc.).
- Assists with the needs of any call-in group tour operators, conference planners and/or events.
- Attends Middleton area events and other industry events as directed/necessary.
- Assists as necessary attendee registration during events, as contracted with specific groups.
- Supervises destination Middleton booths, so they present a well-organized, inviting appearance.
- Assists in leisure marketing projects.
- Maintains communication and relationships with meeting planners, sports event planners and group tour operators to ensure success of their programs and delivery of service.
- Develops specific presentation/information plans to include promotional & presentation for motor coach, group tour, convention/trade show, and transient visitors.
- Maintains exceptional current knowledge of Middleton's public and private attractions & recreational opportunities as well as shopping, dining & overnight accommodations, their locations and contact information.
- Answers directional/attraction/recreational opportunity/ F & B/shopping, etc. questions and refers non-tourism related questions to the appropriate City staff members or director as appropriate.
- Provides administrative support to the Tourism Department
- Prepares Tourism Commission meeting agenda/materials takes minutes for the Tourism Commission scheduled meetings.
- Performs other related duties as assigned

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REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- In-depth knowledge and understanding of hospitality/tourism industry and the Middleton community.
- Exceptional customer service skills.
- Excellent verbal & written communication and problem solving skills
- High degree of proficiency in Microsoft Office programs.
- Strong organizational and work planning skills
- Ability to establish and maintain effective working (workplace & community) relationships
- Strong commitment to quality, accuracy and customer service.
- Ability to prioritize and complete multiple projects in a timely manner.
- Ability to perform light physical work as related to an office environment with occasional moderately heavy physical work. (lift up to 30 pounds, primarily brochure cartons & display booth materials).
- Ability to maintain a regular work schedule with flexibility for industry events and out of town training.
- Flexible and able to adjust to changing conditions and circumstances.

EDUCATION AND TRAINING

- Minimum high school graduate with the preferred knowledge/abilities/experience/skills listed above.
- Preferred Associate's degree in hospitality related field and or equivalent current experience in the hospitality industry.
- Minimum 4 years customer service experience.
- Solid knowledge of Middleton's recreational/food & beverage/lodging/attraction opportunities.