

**Monroe-West Monroe Convention and Visitors Bureau
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Mission Statement of the Monroe-West Monroe Convention and Visitors Bureau:
The mission of the Monroe –West Monroe Convention and Visitors Bureau of Ouachita Parish is to attract conventions and tourist to the area. The CVB’s Board of Directors is authorized by state law to expend funds for advertisements; promotion; publications of information; marketing of fairs and festivals; construction of museums, equestrian/livestock centers and sports facilities; additions to civic and convention centers and for other economic development purposes in Ouachita Parish.

Adopted and approved on April 21, 2008 by the
Monroe-West Monroe Convention and Visitors Bureau Board of Directors
Updated and approved on May 17, 2011.

Executive Director

Job Status: Full-Time

Reports To: Board of Directors and/or Executive Committee

Summary: Directs and leads the Convention and Visitors Bureau toward the mission. Works directly with the Board of Directors on policy making and strategy for the organization to achieve the mission.

Duties & Responsibilities:

Oversees the administrative, operating, and marketing functions of the Bureau.

Advises the Chairman of the Board, the Board of Directors and other committees from time to time as designated.

Oversees the assembly of information for financial reports and other reports as required by the Chairman of the Board and the Board of Directors.

Responsible for overseeing the financial reports and annual audit reports which shall be subject to review of the Board of Directors.

Develops and supervises the annual operating budget that supports the activities of the Bureau and presents it to the Budget Committee and Board for approval annually.

Develops and oversees an annual marketing plan, in order to promote the destination to local, state, regional and national markets. Directs the implementation of the marketing plan for the Bureau.

Attends all meetings of the Board of Directors and other designated committees in an advisory, non-voting capacity.

Responsible for the selection, training, evaluation, discharging, directing, termination and supervising of all employees of the Bureau.

Represents the Bureau, acting as the primary spokesperson, at selected local, state, regional and national meetings and conventions that serve the mission of the Bureau.

Establishes and maintains ongoing effective communication with the Board of Directors, government leaders, business leaders, meeting planners, event planners, and the local tourism industry. Maintain a strong public relations posture within the community to keep the public informed of the economic benefits of the convention and tourism industry.

Establish and maintain membership in trade and professional organizations required and to the purpose of the Bureau's mission.

Maintains and develops organizational policies and ensures that all Bureau activities are implemented within these established policies, guidelines, laws, and ethical standards.

Shall direct day to day operations of the Bureau and any other duties as assigned by the Board of Directors.

Requirements:

Four-year degree with a marketing or business major preferred

Several years of CVB experience

Knowledge of marketing and business practices and procedures

Knowledge of budget development and implementation

Strong interpersonal and leadership skills

Experience in supervision of employees, budgets, and marketing

Knowledge of the tourism industry

Knowledge of the political makeup of Northeast Louisiana

Director of Convention and Sports Marketing

Job Status: Full-Time

Reports To: Executive Director

Summary: Manages and leads convention sales and services department.

Responsible for marketing Monroe-West Monroe as a convention, tourist, and sporting event destination to state, regional and national associations.

Responsible for overall operations of the Convention and Visitors Bureau in the absence of the Executive Director.

Duties & Responsibilities:

Maintains a well-informed working knowledge of all hotels, meeting facilities, attractions and services available in the area; develops and maintains a close working relationship with personnel from all such facilities and serves as a liaison between the account representative and these facilities.

Oversees monthly communications with the hotel and meeting facilities providing them with information of the bookings and leads generated by the sales team.

Conducts periodic sales meetings with the department staff to discuss and review upcoming conventions, sales goals, progress, outstanding leads, special projects and events.

Assists in the development of a marketing plan and strategies to promote Monroe-West Monroe.

Oversees the compilation and distribution of the monthly Convention Department Board Report to include bookings, leads generated, upcoming conventions, and travel reports.

Directs and trains all convention sales related staff. Conducts a new employee orientation to foster positive attitude toward Bureau's goals.

Makes personal and telephone sales contact to account representatives. Maintains contact with all accounts to ensure repeat business and to follow up on events held.

Researches, develops and initiates new leads/accounts. Attends tradeshows to promote the area as a convention and sports destination. Follows up and evaluates leads generated from trade shows.

Handles priority sales accounts and assigns new accounts developed through outside resources.

Maintains an awareness of competition cities products, facilities, and promotions that influence sales by establishing rapport with other CVB representatives, researching websites, reviewing convention trade publications, etc.

Reads and approves all communications of the Convention Sales Department before distribution.

Submits and maintains budgets for Conventions, Sporting Events, and special events hosted by the Convention Department.

Maintains efficiency in the department with software and technological upgrades. Oversees the computer program of the Convention Department.

Develops and oversees promotional sales materials and bid presentations conducted for convention and sports marketing.

Prepares customized bid proposal including costs at meeting facilities, hotels, and/or any other needs specified by the account representative and conducts the bid presentations.

Hosts and oversees site inspections and tours of area hotels, meeting facilities, and attractions for account representatives.

Works closely with the communications department in development and maintenance of all convention related promotional, marketing, service and advertising projects.

Visits convention/events when held in the city and assures that all is well, encouraging groups to return again. Evaluate and follow up on all meetings and events.

Assure that sponsorships for accounts are approved and sent to the appropriate contact.

Develops and implements new ideas to expand and develop the sales and services of the convention department

Represents the Bureau at local, state, regional, and national meetings, tradeshow, and events related to marketing the area. Represents the CVB in various duties such as welcoming groups, tour guide, community committees, Chamber of Commerce functions, etc.

Serves as the Special Events Coordinator (Sales Missions, AAU, etc.), conducting, overseeing and organizing all special events of the CVB. Responsible for development, compilation, preparation, and dissemination of information to staff, industry partners, and involved parties for the special event. Follows up with a critique, thank you notes, surveys or information.

Assists the Executive Director as requested and assumes any other duties as assigned by the Executive Director

Requirements:

Four-year degree

Minimum of five years experience in business, sales, or marketing

Excellent communication and organizational skills

Skills in account management, direct sales, sales presentations (oral and written) and trade show exhibiting

Management experience of employees

Microsoft Office Product experience: Word, Excel, Power Point, Outlook

Ability to develop a budget

Ability to develop and write effective reports, business correspondence, communication letters, and marketing materials

Convention and Tourism Sales

Job Status: Full-Time

Reports To: Director of Convention and Sports Marketing and/or Executive Director

Summary: Promotes the area as a convention and tourism site to state, regional, and national markets.

Duties & Responsibilities:

Maintains a well-informed working knowledge of all hotels, meeting facilities, attractions and services available in the area; develops and maintains a close working relationship with personnel from all such facilities and serves as a liaison between the account representative and these facilities.

Provides information of the bookings and leads generated for monthly communications with the hotel and meeting facilities. Reports for the monthly Convention Department Board Report: bookings, leads generated, upcoming conventions, and travel reports.

Makes personal and telephone sales contact to account representatives. Maintains contact with all accounts to ensure repeat business and to follow up on events held.

Researches, develops and initiates new leads/accounts. Attends tradeshow to promote the area as a convention and tour bus destination. Follows up and evaluates all leads produced from Trade Shows.

Maintains an awareness of competition cities products, facilities, and promotions that influence sales by establishing rapport with other CVB representatives, researching websites, reviewing convention trade publications, etc.

Assists with the development and operations of sales missions with the area hotels, meeting facilities and tourism industry partners to market the area.

Maintains efficiency with the department software through ongoing training and upgrades.

Assists with development of promotional sales materials conducted for convention and tourism marketing.

Prepares customized bid proposal including costs at meeting facilities, hotels, and any other needs specified by the account representative and conducts the bid presentations.

Hosts site inspections and tours of area hotels, meeting facilities, and attractions for account representatives.

Works closely with the communications department in development and maintenance of convention related promotional, marketing, service and advertising projects.

Visits convention/events when held in the city and assures that all is well, encouraging groups to return again. Evaluates and follows up on all meetings and events.

Attends periodic sales meetings of the Convention Department to discuss and review upcoming conventions, sales goals, progress, outstanding leads, special projects and events.

Assures that sponsorships for accounts are approved and sent to the appropriate contact.

Develops and implements new ideas to expand and develop the sales and services of the convention department

Assists in the development of a marketing plan and strategies to promote Monroe-West Monroe.

Represents the Bureau at local, state, regional, and national meetings, tradeshow, and events related to marketing the area. Represents the CVB in various duties such as welcoming groups, tour guide, community committees, Chamber of Commerce functions, etc.

Serves as a Special Events Coordinator, conducting, overseeing and organizing assigned special events of the CVB. Responsible for compilation, preparation, and dissemination of information to staff, industry partners, and involved parties for the special event. Follows up with a critique, thank you notes, surveys or information.

Assists the Executive Director and Director of Convention and Sports Marketing as requested and assumes any other duties as assigned by the Executive Director

Requirements:

Minimum of 2 years experience in Business, sales, or marketing

Excellent communication and organizational skills

Skills in account management, direct sales, sales presentations (oral & written), and trade show exhibiting

Computer proficiency in Microsoft Office – Word, Outlook, Excel, and Power Point

Communications Director

Job Status: Full-Time

Reports To: Executive Directors and/or Director of Convention and Sports Marketing

Summary: To market Monroe-West Monroe as a potential visitor destination to account representatives, tour operator, other travel professionals and individual consumers.

Duties & Responsibilities:

Responsible for the development, implementation and management of the Bureau's communications with the public, media, industry professionals, members and other civic and community organizations.

Oversees all communications/marketing department staff.

Maintains database of local media, state media outlets, travel writers, editors, and related media associates for news releases and soliciting coverage of the area.

Promotes area to travel writers and provides information, assistance and services to the travel writers and other media.

Issues press releases and organizes media information to maximize media exposure for Bureau projects and achievements.

Writes and edits all public relations media. (Newsletters, Marketing Plan, Press Releases, etc.)

Works with the Executive Director in developing all advertising placement and special projects.

Develops and maintains the Bureau's web site including the interactive aspects of the web page, updating calendar of events, correcting copy/information, designing special pages, and links to other pages.

Serve directly in the development of a marketing program, the implementation of that program, the review of the program and the review of it's effectiveness. (Website, E-blasts, social networking, tourism promotion, etc.)

Develops, designs, and implements a social media presence. Responsible for maintenance of social media programs (facebook, twitter, etc.)

Compile monthly report of marketing and the results to the Board of Directors. (Board Report)

Serve as liaison with advertising agencies. This responsibility includes direct involvement in the development of an advertising program, the implementation of that

program, the review of the program and the review of the agency's effectiveness.
(Website, Visitors Guide, Map, etc.)

Oversees the collection, catalogs and negotiation terms for use of photography to be used for promotional and media relation purposes; assists in hiring photographer; takes photographs; reproduces and distributes photography.

Participates in appropriate professional associations.

Plans and coordinates National Tourism Awareness Week and other industry related events. Plans and coordinates any special communications projects.

Responsible for keeping a folder of all advertising for Monroe-West Monroe published in magazines through cooperative advertising with state, or independently published advertising in various magazines or publications.

Responsible for keeping up-to-date chart of all information requests about Monroe-West Monroe from purchased and complimentary advertising about Monroe-West Monroe

Develops, coordinates and publishes quarterly calendar of events.

Develops and maintains the Bureau's web site including the design of special pages, links to other pages, and interactive aspects of the web page.

Assists staff with computer issues. Trains staff as needed.

Assists with special events and other duties as need arises.

Requirements:

Four-year degree in marketing, communications, public relations, or journalism

Excellent oral and written skills

Excellent Computer Skills and Knowledge

Proficient Microsoft Office Products – Word, Outlook, Power Point, Excel

Design Creations Skills – Photoshop, Adobe Creative Suite, In Design, Illustrator,
Go-Live

Excellent organizational skills

Creative Coordinator

Job Status: Full-Time

Reports To: Communications Director and/or Executive Director

Summary: To create the marketing of Monroe-West Monroe as a potential visitor destination to account representatives, tour operator, other travel professionals and individual consumers.

Duties & Responsibilities:

Responsible for the development, production and distribution of marketing tools including the advertising and publicity programs, audio-visual aids, publications, exhibits and computer programs.

Design and production of all in-house advertising, including four-color and black and white advertising (News Star ad, Billboards, Convention Services and Bid Packets, etc.) and all technology based advertising (Pre-Convention Mailers, Bid Packets, Website, Banner Ads, etc.)

Develops and produces promotional materials, such a power point presentations, bid proposals, videos, commercials, etc., for all marketing segments: conventions and sport marketing, tour buses, tourism, and community awareness.

Responsible for the coordination of illustration and design projects produced by any outside agency or free lance artist, including providing art direction to the artist. (Mardi Gras, Black Heritage, Folklife Festival brochure art, etc.)

Coordinate printing and provide design, layout and art direction for co-operative printing projects as specified by Executive Director. (Brochures, Cooperative Advertising Program with Louisiana Office of Tourism, Louisiana Travel Promotion Association, etc.)

In cooperation with the Tourism and Service Manager, responsible for keeping an inventory of tourism brochures and printed promotional materials updated on a regular basis. (Visitors Guide, brochures, maps, bookmarks, etc.) Responsible for planning for reprints and new productions when needed.

Compile monthly report of printing projects, advertising responses both phone and mail to the Board of Directors. (Board Report, etc.)

Responsible for keeping a folder/digital report of all marketing published for Monroe-West Monroe and preparing an annual report to the Board of Directors.

Responsible for keeping a folder of all advertising for Monroe-West Monroe published in magazines through cooperative advertising with state, or independently published advertising in various magazines or publications.

Collects, catalogs and negotiates terms for use of photography to be used for promotional and media relation purposes; takes photographs; reproduces and distributes photography.

Responsible for the care and custody of all artwork, negatives, photos, slides and printed material, etc.

Responsible for keeping up-to-date chart of all information requests about Monroe-West Monroe from all purchased and complimentary advertising about Monroe-West Monroe. Maintains database of all inquiries through all formats. Creates and implements database promotions. Utilizes the data to analyze the effectiveness of all marketing efforts and planning for future efforts.

Participates in appropriate professional associations.

Assists with planning and coordinating National Tourism Awareness Week and other industry related events. Plans and coordinates any special technology marketing projects.

Assists when needed in writing and editing all public relations media in coordination with the Communications Director. (Newsletters, Marketing Plan, Press Releases, etc.)

Assists with special events and other duties as need arises.

Assists the Communications Director in working with additional assigned duties.

Requirements:

Four-year degree in marketing, communications, public relations, or journalism

Excellent oral and written skills

Excellent Computer Skills and Knowledge

Proficient Microsoft Office Products – Word, Outlook, Power Point, Excel

Design Creations Skills – Adobe Creative Suite 3

Excellent organizational skills

Convention Sales Assistant

Job Status: Full-Time

Reports To: Director of Convention and Sports Marketing

Summary: Provides assistance to the Sales Department through communication with the industry partners with leads and bookings; bid development – bid books, presentation, proposals, etc.. Produces reports and assists with sales missions.

Duties & Responsibilities:

Performs general secretarial functions and assists department head in daily operation of the convention sales department. Drafts letters, memos and documents for the sales staff.

Disseminates sales leads and booking to hotels/industry partners as directed by sales staff. Follows-up to finalize the needs of the convention or event.

Assists with the maintenance and retrieval of general file information and special projects. Oversees maintenance of all account files.

Maintains appointment schedule for sales staff and oversees travel arrangements.

Maintains a well-informed, working knowledge of the attractions, accommodations, and services available in the area to visitors.

Maintains directory of convention services, activities, and other related information, such as transportation, entertainment, tours, social functions, outdoor activities, etc. Offers suggestions and assistance planning entertainment, tours, shopping, spousal activities and other attractions.

Prepares information for the monthly Board Report, Convention Calendars, Industry Partner Monthly Report, etc.

Evaluates and follows up on the success of all conventions, meetings, tournaments held in our area. Maintains records of evaluations of all conventions, meetings, tournaments. Annually reports results of the evaluation forms to the Director of Convention and Sports Marketing.

Attends and participates in meetings with convention department.

Develops and implements new ideas to expand the efficiency and effectiveness of the sales and service department.

Assists sales staff with bid proposals creation and assembly. Works with the communication department in development of new services, sales ideas and information/bid packets.

Prepares, responds, and disseminates requests for convention information, tourism information, and follow-up on trade show contacts as directed by the sales staff.

Maintains a constant supply of meeting planner and tour bus information packets. Insures that all convention/event/tour bus inquiries are answered in a courteous and prompt manner.

Oversees preparation of convention service materials, such as name tags, gifts, services, or any reasonable special request for the success of the convention.

Works with convention groups to help promote their meetings. Sees that press releases are done in a timely manner.

Coordinates registration assistance when requested by the account representative.

Fulfills any other reasonable request of an association or group that assists in a productive meeting/event.

Visits convention/event if sales person is not available.

Attend and conduct Welcome Booth to promote an upcoming convention.

Participate and coordinate the annual Sales Missions for Monroe and Baton Rouge. Prepares and disseminates information to all personnel, agencies, and involved parties with special events.

Research new leads and contacts for new meetings and conventions.

Provides relief for the Travel Counselors/Receptionist when needed.

Assists with Special Events and other duties as need arises.

Requirements:

Proficient Computer Skills in Microsoft Office – Word, Outlook, Power Point, Excel

Good Communication Skills

Excellent Customer Service Skills

Good Organizational Skills; Detail-oriented

Professional Appearance

Executive Assistant

Job Status: Full-Time

Reports To: Executive Director

Summary: Provides principal administrative support to Executive Director. Oversees office operations to ensure effectiveness and efficiency, including general office maintenance. Provides clerical support to other personnel.

Duties & Responsibilities:

Maintains appointment schedule for Executive Director and oversees travel arrangements. Handles daily correspondence, meeting planning, etc. Receives, prioritizes phone calls, faxes and requests for the Executive Director.

Maintains communication to Board of Directors of current event articles and any other pertinent information at the direction of the Executive Director.

Maintains calendar of staff activities and scheduling of office maintenance and facilities. Prepares reports for Board of Directors with all staff appointments, meetings, and travel, as well as the upcoming travel plans for approval.

Maintains database and resource materials for all elected officials and administrative contacts.

Oversees general office operations and maintenance. Administers the purchase of office equipment and office supplies. Ensures timely maintenance for office equipment and vehicles.

Maintains inventory of standard office supplies and is responsible for their purchase. Prepares, reviews, prices, and distributes purchase orders for all office supply and maintenance expenditures within the Bureau. Maintains Receiving Orders as appropriate for purchase orders.

Maintains an organized file system for administrative files and purchase orders.

Manages and maintains the Bureau facilities and equipment. Ensures overall organization and cleanliness of office.

Prepares all deposits for the CVB. Responsible for reconciling bank statements monthly, reviewing errors and advising bookkeeping.

Coordinates staff meeting schedules and maintains timely minutes for the meetings.

Maintains telephone system, adds new staff members to system, updates staff telephone list.

Administers the operations and ongoing maintenance of Bureau's computer operations.

Provides relief for the Travel Counselors/Receptionists when needed.

Assists with special events and other duties as directed by the Executive Director.

Requirements:

Proficient Computer Skills in Microsoft Office – Word, Excel, Outlook

Good Communication Skills

Database knowledge

Excellent Organizational Skills

Multi-Tasked

Office Manager/Bookkeeper

Job Status: Full-Time

Reports To: Executive Director

Summary: Directs financial affairs of the Bureau, including preparing financial statements and reports, managing human resource activities, and serving as the Secretary for the Board of Directors.

Duties & Responsibilities:

Responsible for all bookkeeping including payroll, purchasing, personnel, taxes, accounts payable and receivable, inventory control functions of the Bureau, filing, preparation of financial reports, bank reconciliation and verification, payments, interest income and revenue. Conducts periodic payroll audits. Prepares and sends billings for receivables owed; follows-up to ensure payment.

Handles all banking and investment accounts of the Bureau funds. Maintains banking relationship, monitors bank transactions and bank account reconciliations.

Maintains all necessary accounting records for internal operating control, board reports and statutory requirements.

Prepares all financial reports and statements, analyzes special statistical reports to assist management in operational and financial planning.

Briefs Executive Director and Treasurer of the Board regularly on the Bureau's financial status and matters.

Coordinates budget planning and approval process; produces and publishes the budget in coordination with the Executive Director upon approval of the Board of Directors.

Monitors hotel tax collection; coordinates collections efforts with official government office.

Arranges for audits of Bureaus books and accounts. Assists in year-end audit.

Processes accounts payable invoices and expense reports ensuring Bureau policies, government, and IRS regulations are abided.

Reconciles monthly account payable to general ledger. Maintains journals and subsidiary ledgers of the accounts receivable accounting system, and balances and reconciles accounts monthly.

Ensures compliance with procedures for systematic retention, protections, retrieval, transfer and disposal of records based on statutory requirements and business needs.

Administers, coordinates, and communicates all personnel benefits programs to Bureau staff, including medical/dental insurance, life insurance, disability, retirement, and other programs as required. Periodically, evaluates benefits and makes evaluation based on cost-benefit analysis.

Conducts a new employee benefits orientation to foster positive attitude toward Bureau's goals.

Maintains records of employee personnel files to include insurance coverage, personnel transactions such as hires, promotions, leave/absences, disciplinary actions and terminations. Prepares employee separation notices and related documentation.

Investigates accidents and prepares information for insurance carriers.

Maintains office policy, procedures, employee manual, benefit information, and Board of Directors Bylaws.

Maintains database and resource materials for all Personnel, Board and committee members. Maintains accurate Staff and Board of Directors listing to include name, title, address, phone number, and other pertinent contact information.

Coordinates Board of Directors meeting facilities and committee meetings; records, transcribes and distributes minutes of those meetings. Contacts meeting attendees to determine who will be in attendance and relays this information to supervisor.

Schedules and attends all meetings of the Board; prepares and distributes minutes, meeting notices, and agendas as well as provides support staff for all committees of the Board.

Maintains accurate inventory of office assets. Keeps records of all maintenance agreements on all office equipment and vehicles. Keeps the maintenance, and communications of records required by law.

Establishes and monitors a system of internal controls to safeguard assets and maintain the integrity of Bureau operations and transactions. Assures protection of assets through internal audit, inventory and insurance coverage.

Supervises purchase, rental and maintenance of all office furniture and equipment. Periodically reviews vendor/service contracts for costs, performance, compliance, quality of service and makes recommendations to the Executive Director of results based on cost-benefit analysis and informs him/her of termination/renewal dates, insurance and other contractual requirements.

Conducts special projects and any other duties as assigned by Executive Director.

Requirements:

Four year degree in business related field or 5 – 7 years related experience in bookkeeping and personnel areas

Strong accounting and computer skills

Knowledge of budgets, planning and business strategies

Ability to develop, read, analyze and interpret financial reports

Excellent verbal and written communications skills

Strong organizational skills

Tourism Manager

Job Status: Full Time

Reports to: Director of Convention and Sports Marketing, Communications Manager, Executive Director

Summary: Responsible for tourism information center, greeting visitors, and directing incoming calls. Works with the Convention Department to meet the needs and servicing those for conventions, sporting events and special events.

Duties & Responsibilities:

Maintains a well-informed, working knowledge of the attractions, accommodations, and services available in the area to visitors; acts as a liaison between these entities and the visitor.

Answers and routes all incoming telephone calls.

Oversees Tourism Information Center. Greets and provides service to visitors. Maintains orderliness of the reception area, conference room, storage area, work area, and tourism information.

Oversees processing of requests for information, including stuffing envelopes, creating mailing labels, faxing information and coordinating bulk mailings.

Reports Tourism information monthly to the Board, to include number of visitors, number of phone calls, number of inquiry responses, and any other information pertinent to operations of the Tourism Information Center and CVB.

Develops specialized visitor information as needed.

Maintains Certified Travel Counselor status

Performs general clerical activities as needed including postage and shipping tasks

Prepares event materials, such as nametags, gifts, services, etc. in a timely manner

Maintains and prints listing of all convention services monthly.

Oversees receiving of all purchases delivered to the CVB.

Coordinates staff recognitions, such as birthdays, weddings, etc.

Maintains inventory of all printed materials and supplies in storage facilities. Maintains inventory of tourism literature and convention service materials.

Supervises receptionist and any temporary staff, assigning duties as needed.

Responsible for running errands throughout the area as needed by the Bureau.

Assists with special events as needed.

Requirements:

Able to use and understand the telephone system, postage system and office equipment

Excellent customer service and communication skills

Able to deal effectively with the public

Good organizational skills; detail-oriented

Strong visual skills (such as reading information on maps)

Professional appearance and demeanor on the phone

Travel Counselor/Receptionist

Job Status: Full Time

Reports to: Tourism Manager

Summary: Responsible for carrying out duties such as greeting visitors, and directing incoming calls. Works with the Tourism Information Manager to meet the needs and servicing for conventions, sporting events and special events.

Duties & Responsibilities:

Maintains a well-informed, working knowledge of the attractions, accommodations, and services available in the area to visitors; acts as a liaison between these entities and the visitor.

Answers and routes all incoming telephone calls.

Greets and provides service to visitors.

Maintains orderliness of the reception area, conference room, storage area, work area, and tourism information.

Responsible for marketing of local assets through utilization of the lobby space.

Develops specialized visitor information as needed.

Maintains Certified Travel Counselor status

Performs general clerical activities as needed including postage and shipping tasks.

Prepares event materials, such as nametags, gifts, services, etc. in a timely manner.

Receives purchases and deliveries to the CVB, maintaining appropriate paper documentation.

Assists or coordinates staff recognitions, such as birthdays, weddings, etc.

Assists with maintenance of inventory on all printed materials and supplies in storage facilities as well as tourism literature and convention service materials.

Processes requests for information, including stuffing envelopes, creating mailing labels, and faxing information.

Assists in preparation of event materials, such as nametags, gifts, services, etc. in a timely manner

Responsible for running errands throughout the area as needed by the Bureau.

Performs any other assigned duties as needed.

Assists with special events as needed.

Requirements:

Able to use and understand the telephone system, postage system and office equipment

Good oral communication skills

Able to deal effectively with the public

Good organizational skills

Strong visual skills (such as reading information on maps)

Basic computer skills – E-mail, Microsoft Word, Microsoft Outlook

Professional appearance and demeanor on the phone

Good driving record

Communications Assistant

Job Status: Part-Time

Reports To: Communications Director

Summary: To assist in marketing Monroe-West Monroe as a potential visitor destination to account representatives, tour operator, other travel professionals and individual consumers.

Duties & Responsibilities:

Assists the Communications Director in working with assigned duties.

Develops, coordinates and publishes quarterly calendar of events.

Works with Bureau's communications with the public, media, industry professionals, members and other civic and community organizations, as assigned. Also works in the development, production and distribution of marketing as assigned.

Designs and produces in-house advertising, including four-color and black and white advertising as assigned.

Assists in the care and custody of all artwork, negatives, photos, slides and printed material, etc.

Assists with printing and provide design, layout and art direction for co-operative printing projects as specified by the Communications Director.

Assists with planning for reprints and new productions of marketing materials when needed.

Provides information for the compilation of the monthly report of printing projects, advertising responses both phone and mail to the Board of Directors. (Board Report, etc.)

Maintains a folder of all advertising for Monroe-West Monroe published in magazines through cooperative advertising with state, or independently published advertising in various magazines or publications.

Maintains an up-to-date chart of all information requests about Monroe-West Monroe from purchased and complimentary advertising about Monroe-West Monroe

Maintains database of local media, state media outlets, travel writers, editors, and related media associates for news releases and soliciting coverage of the area.

Provides information, assistance and services to travel writers and other media as directed by the Communications Director.

Assists with press releases and media information to maximize media exposure for Bureau projects and achievements.

Collects, catalogs and negotiates terms for use of photography to be used for promotional and media relation purposes; assists in hiring photographer; takes photographs; reproduces and distributes photography.

Writes and edits public relations media as assigned. (Newsletters, Marketing Plan, Press Releases, etc.)

Works with the Communications Director in developing advertising and special projects.

Develops and produces promotional materials, such a power point presentations, bid proposals, videos, commercials, etc., for marketing segments as assigned by the Communications Director or Executive Director.

Assists with planning and coordinating National Tourism Awareness Week and other industry related events. Assists with any special communications projects.

Maintains the Bureau's web site including updating calendar of events, correcting copy/information, designing special pages, and links to other pages.

Assists with special events and other duties as need arises.

Requirements:

Degree or working towards degree in marketing, communications, public relations, or journalism

Excellent oral and written skills

Excellent Computer Skills and Knowledge

Proficient Microsoft Office Products – Word, Outlook, Power Point, Excel

Design Creations Skills – Photoshop or Quark

Good organizational skills

Willingness to learn and take direction

Travel Counselor/Welcome Committee Coordinator

Job Status: Part Time

Reports to: Director of Convention and Sports Marketing, Tourism Manager, Executive Director

Summary: Responsible for tourism information center, greeting visitors, and directing incoming calls. Works with the Convention Department and Volunteers to provide the best welcome service to meet the needs for conventions, sporting events and special events.

Duties & Responsibilities:

Maintains a well-informed, working knowledge of the attractions, accommodations, restaurants, activities, and services available in the area to visitors; acts as a liaison between these entities and the visitor.

Answers and routes all incoming telephone calls.

Greets and provides service to visitors.

Maintains orderliness of the reception area, conference room, storage area, work area, and tourism information.

Processes requests for information, including stuffing envelopes, creating mailing labels, faxing information and bulk mailings.

Develops specialized visitor information as needed.

Maintains Certified Travel Counselor status

Performs general clerical activities as needed including postage and shipping tasks

Prepares event materials, such as nametags, gifts, services, etc. in a timely manner

Receives purchases and deliveries to the CVB, maintaining appropriate paper documentation.

Assists with inventory of all printed materials and supplies in storage facilities.

Reports Welcome Committee information monthly to the Board, to include number of conventions serviced, number of recommendations and any other information pertinent to this service of the CVB.

Develops and coordinates all activities of the volunteer welcome committee.

Develops and schedules training, volunteer work hours, and necessary information for the welcome committee.

Assures all welcome committee materials are well maintained and accounted for.

Maintains inventory of tourism literature and convention service materials for the welcome committee.

Performs errands and any other assigned duties as needed by the Bureau.

Assists with special events as needed.

Requirements:

Able to use and understand the telephone system, postage system and office equipment

Excellent customer service and communication skills

Able to deal effectively with the public

Good organizational skills; detail-oriented

Strong visual skills (such as reading information on maps)

Professional appearance and demeanor on the phone

Good Driving Record

Product Development Coordinator

Job Status: Part-Time

Reports To: Communications Director

Summary: Manages and leads special tourism related events. Conducts on-going research for new products in the way of facilities, events, and conventions.

Duties & Responsibilities:

Serves as the director for tourism related special events (Christmas on the River).

Coordinates all committees and activities related to the event.

Researches and develops new, quality products for the event to keep visitors returning.

Develops relationships with community volunteers and committee chairs to foster a team attitude by all involved.

Works with each committee to develop the checklist, activities, budget, and schedule for the event.

Oversees the budget of the special event.

Develops marketing plan and specialized materials in coordination with the communications department.

Researches and applies for any and all applicable grants for marketing and development of special events and new products. Responsible for all reporting and paperwork for each of these.

Serves as the CVB liaison on other special event committees.

Performs duties of a travel counselor in the absence of other personnel.

Maintains a well-informed, working knowledge of the attractions, accommodations, restaurants, activities, and services available in the area to visitors; acts as a liaison between these entities and the visitor.

Performs any other assigned duties as needed by the Bureau.

Assists with other special events as needed.

Requirements:

Basic, working knowledge of computer systems for Microsoft Office system.

Able to use and understand the telephone system, postage system and office equipment

Excellent customer service and communication skills

Able to deal effectively with the public

Good organizational skills; detail-oriented

Strong visual skills (such as reading information on maps)

Professional appearance and demeanor on the phone

Good Driving Record