



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Visitor Services Manager
Department: Operations
Reports To: Director of Operations & Technology
FLSA Status: Exempt
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Grade:

Summary

This position is responsible for the supervision of multiple team members and/or functional areas within the visitor information centers. Responsible for management of the projects issued to the department. Monitor operational statistics, conduct quality checks and review to ensure compliance with departmental standards and/or service levels. Analyze key metrics to improve productivity and effectiveness. Develop, monitor and report key performance measures.

Visitor Services Related Responsibilities

- Provide input to and participate in the development of policies/procedures for the visitor information centers and to ensure compliance with company operating and regulatory policies.
- Analyze and adjust operational and service performance objectives to address changing business needs.
- Manage a team of visitor service representatives (VSR) through the effective use of Live Chat, Evolve Call Reporting programs and other monitoring techniques.
- Approve biweekly department payroll
- Provide coaching, feedback and development of VSR's relative to department quality and production.
- Ensure visitor information centers are appropriately staffed and well trained to meet service objectives.
- Maintain work permit program and ensure issuance of permits are in accordance with federal/state guidelines.
- Maintain customer concern program.
- Maintain Live Chat program.
- Oversee processing and sales of Employee Entertainment Card program.
- Ensure all reference materials and procedure manuals for department are kept current.
- Review and approve daily, weekly and monthly shift balance reports prior to submitting to Finance & Accounting Department.
- Provides department performance report statistics to Director on monthly basis.
- Produce monthly schedules for staffing needs.
- Manage bureau gift card program.
- Manage and maintain Marketing Cube program.
- Manage and maintain EOG program.
- Oversee programs delegated to VSR's including; housing list, school calendar, window displays and other projects.

- Oversees guest book entries and reports to Marketing Department.
- Serve as back up to department staff as needed. (i.e. increased call volume, lunch coverage, absences, etc.)
- Assist Director of Operations & Technology with annual budget for visitor service areas.

Project Management & Convention Services Related Responsibilities

- Coordinate the duties of the convention service effort including but not limited to, mailings, welcome bags, name badges and scheduling of on-site information booths. Provide client with member referrals and where no member exists, provide client with non-member referrals.
- Use Microsoft Dynamics CRM system to manage and monitor project execution from initiation to closure within timeline.
- Be accountable for project results along with project owner.
- Clearly communicate expectations to team members.
- Resolve any issues and solve problems throughout project.
- Effectively manage project scope by ensuring any changes to scope are documented and communicated to team.
- Lead, coach and motivate project team members proactively.
- Develop tools and best practices for project management and execution.
- Ensure all project documents are safely archived following project completion.

Supervisory Responsibilities

Directly supervises 8-17 employees in the visitor information centers. Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints; resolving problems and terminating employees when needed.

Attend member related events and actively participate in WDVCB, Wisconsin Dells Festivals and other related company sponsored events as requested.

Core & Job Specific Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Core Competencies:

Dependable

- Diligent - Completes all tasks of a job in a timely and accurate fashion. Does what they say they will do with no excuses. Does not need reminders.
- Ethical - Performs all work with the highest level of integrity, inspires trust. Does the right thing, especially when no one is looking.
- Plans Well - Completes all coaching plan actions.
- Efficient - Uses both time and resources without waste.
- Attendance - Plans absences in advance and with notice.
- Punctual - Is on time for work, meetings and appointments.
- Plays by the Rules - Follows the rules, policies and guidelines of the WDVCB.

Respectful

- Adaptable - Adapts to change easily and with little resistance.
- Communication - Communicates clearly, genuinely and in the most efficient manner.

- Coworker Champion - Compliments the achievement of others and recognizes and celebrates extra effort.
- Open - Listens to others opinions and ideas and respectfully disagrees when theirs differ.
- Team Player - Offers assistance wherever and whenever needed and shows gratitude for assistance.
- Courteous - Is courteous and professional to all visitors and coworkers, doesn't pre-judge and never speaks negatively about them.
- Time Management - Is mindful of others workloads and schedules.

Positive

- Work Face - Professional in all communication and "checks life at the door". Exhibits genuine enthusiasm and enjoys their work.
- Problem Solving - Looks for solutions and offers suggestions instead of complaining.
- Upbeat - Looks for the good in everything – their energy brings others around them up. Avoids dramatic and negative people.
- Leadership - Portrays traits and behaviors that others want to emulate.
- Walks the Talk - Consistently displays positive, "glass half full" attitude – doesn't just say "I'm positive!"

Coachable

- Growth - Wants to improve, knows they have more to learn and room to grow.
- Team Player - Appreciates others opinions and wants to learn from them.
- Reflects - Looks in the mirror; reflects on their thoughts and actions as contributing factors and not that of others.
- Change - Applies coaching and feedback to prevent issue/error reoccurrence.
- Acceptance - Accepts and learns from constructive criticism.

Job Specific Competencies:

To perform the job successfully, an individual should demonstrate the following competencies:

- Business Acumen - Understands business implications of decisions; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- Judgement - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas.
- Managing People - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Solicits and applies customer feedback (internal and external); Improves processes, products and services...

Education and/or Experience

Associate's degree (A. A.) or equivalent from two-year college or technical school; or two years related experience and/or training; or equivalent combination of education and experience.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

To perform this job successfully, an individual should have knowledge of Spreadsheet and Word Processing software. Contact management software knowledge desirable.

Other Skills and Abilities

Other Qualifications

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.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 50 pounds.

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 noise level in the work environment is usually quiet to moderate.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.