



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Visitor Services Representative (Full-Time, Part-Time, & Seasonal)

Department: Partnership & Visitor Services

Reports To: Visitor Services Manager

FLSA Status: Non-Exempt

Last Updated By: Vicky R. Galitz

Last Updated Date: 3/22/2024

Consultant Review Date: 7/31/15

SUMMARY

The Visitor Services Department is the front-line of contact for visitors looking to discover the Wisconsin Dells area via in person, over the phone, and emails. Visitor Service Representatives (VSRs) interact with visitors and WDVCB partners by providing excellent customer service and accurate information.

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.

ESSENTIAL DUTIES AND RESPONSIBILITIES

In addition to the tasks summarized below, other duties may be assigned.

Visitor Services Responsibilities (est. 100%)

- VSSRS01 — Proactively greet and assist all visitors, coworkers, and partners in a timely, friendly, and positive manner.
- VSSRS02 — Provide helpful and accurate information via telephone, email, and in person.
- VSSRS03 — Be vigilant to complete VSR Dashboard entries such as Visitor Count, Today's Conditions, Incoming/Outgoing Logs, Vacation Guide order form, and Dropped Call count.
- VSSRS04 — Represent all partners of the WDVCB equitably.
- VSSRS05 — Communicate effectively with staff and management by confirming understanding with a kind tone. Proficient knowledge of communication tools such as phone and email are essential.
- VSSRS06 — Process Employee Entertainment Cards by issuing cards, verifying documents, collecting payments, and running daily reports.
- VSSRS07 — Answer and qualify administrative staff incoming calls, forwarding them to the appropriate person. Take and deliver messages as appropriate.
- VSSRS08 — Ensure all daily opening and/or closing procedures are followed, the cash drawer is balanced, and items are submitted accurately.
- VSSRS09 — Assist with general organizational projects as assigned, including but not limited to mailing projects, assembly projects, convention services projects, off-site information booths, and general administrative duties.
- VSSRS10 — Remain knowledgeable of partner businesses and area events by continually reviewing all resources, including the Intranet and wisdells.com.
- VSSRS11 — Assist with general projects as assigned to Visitor Services, including but not limited to school calendars, relocation package, updating of partner hours, and review of wisdells.com website for accuracy.
- VSSRS12 — Assist in keeping the Welcome Center and public restrooms clean and well stocked. Light cleaning includes sweeping, mopping, wiping down counters, vacuuming, gathering trash, sanitizing, and stocking bathrooms.

- VSSRS13 — Prepare each day for the possibility of working in all areas of the Visitor Services Department.
- VSSRS14 — Work all shifts as scheduled. Ensure suitable shift coverage when unavoidable absences occur. Available to work weekends, some nights, and holidays.
- VSSRS15 — Attend partner-related events and actively participate in WDVCB, Wisconsin Dells Festivals, Inc. and other related company sponsored events as requested.
- VSSRS16 — Take inventory of brochures and contact appropriate business when inventory is low. These include partner businesses, Vector & Ink distribution, and state resources.
- VSSRS17 — Confident utilizing Welcome Center equipment, including but not limited to the HH Bennett kiosk, computer tablets, and tv screens to best serve the project/public.
- VSSRS18 — Know and appropriately use organizational resources such as printed material, online material, convention services, pick-up/drop-off area, and supplies.
- VSSRS19 — Assist in Vacation Guide distribution to partners and other area businesses as directed.

Supervisory Responsibilities (est. 0%)

- SPRVS01 — This position has no supervisory responsibilities.

ORGANIZATIONAL COMPETENCIES

To perform the job successfully, the individual should demonstrate the following competencies. It is expected that WDVCB employees are:

Dependable

- *Diligent* — Complete 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. Work to completion regardless of hours necessary.
- *Ethical* — Perform all work with the highest level of integrity, inspire trust. Do the right thing, especially when no one is looking. Maintain confidentiality.
- *Plan Well* — Plan and prioritize appropriately. Plan for needed resources. Complete all coaching plan actions.
- *Efficient* — Use both time and resources without waste.
- *Attendance* — Plan absences in advance and with notice.
- *Punctual* — Is on time for work, meetings, and appointments.
- *Play by the Rules* — Follow the rules, policies, and guidelines of the WDVCB.

Respectful

- *Adaptable* — Adapt to change easily and with little resistance.
- *Communication* — Communicate clearly, genuinely and in the most efficient manner.
- *Coworker Champion* — Compliment the achievement of others and recognize and celebrate extra effort.
- *Open* — Listen to others’ opinions and ideas and respectfully disagree when theirs differ.
- *Team Player* — Offer assistance wherever and whenever needed and show gratitude for assistance.
- *Courteous* — Is courteous and professional to all visitors and coworkers, don’t pre-judge and never speak negatively about them.
- *Time Management* — Is mindful of others’ workloads and schedules.

Positive

- *Work Face* — Professional in all communication and “check life at the door.” Exhibit genuine enthusiasm and enjoy their work.
- *Problem Solving* — Look for solutions and offer suggestions instead of complaining.
- *Upbeat* — Look for the good in everything. Their energy brings others around them up. Avoid dramatic and negative people.
- *Leadership* — Portray traits and behaviors that others want to emulate.
- *Walk the Talk* — Consistently display positive, “glass half full” attitude. Don’t just say “I’m positive!”

Coachable

- *Growth* — Want to improve, know they have more to learn and room to grow.
- *Team Player* — Appreciate others' opinions and want to learn from them.
- *Reflect* — Look in the mirror – reflect on their thoughts and actions as contributing factors and not that of others.
- *Change* — Apply coaching and feedback to prevent issue/error reoccurrence.
- *Acceptance* — Accept and learn from constructive criticism.

JOB SPECIFIC COMPETENCIES

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

Customer Oriented – The job demands a positive and constructive view of working with others. There will be a high percentage of time spent in listening to, understanding, and successfully working with a wide range of people from diverse backgrounds to achieve “win-win” outcomes.

Frequent Interaction with Others – The job requires a strong “people orientation,” versus a task orientation. The job will comfortably deal with multiple interruptions on a continual basis, always maintaining a friendly demeanor with others.

Organized Workplace – The job’s success depends on systems and procedures, its successful performance is tied to careful organization of activities, tasks and projects that require accuracy. Record keeping and planning are essential components of the job.

QUALIFICATIONS

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Skills

- *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, the individual should have knowledge of spreadsheet and word processing software. Contact management software knowledge desirable.

Other Skills and Abilities

- Ability to demonstrate excellent written and oral communication skills.

EDUCATION AND/OR EXPERIENCE

High school diploma with three years of customer service experience.

Certificates, Licenses, Registrations

- Current driver’s license required, and clean driving record preferred.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by the 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 see in multiple mediums, sit, use hands to type, handle or feel, talk, and 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 the 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.