



## Wisconsin Dells Visitor & Convention Bureau Job Description

**Job Title:** Destination Information Specialist (Part Time & Seasonal)

**Department:** Relations

**Reports To:** Destination Information Manager

**FLSA Status:** Non-Exempt

**Last Updated By:** Vicky R. Galitz

**Last Updated Date:** 2/1/2021

**Consultant Review Date:** 7/31/15

### SUMMARY

The Destination Information Department is the front-line of contact for visitors looking to discover the Wisconsin Dells area via in person, over the phone, internet chats and emails. Representatives interact with visitors and members by providing excellent customer service and accurate information. Availability of nights and weekends is required. All Destination Information Specialists are required to wear logo apparel as outlined in the WDVCB's Dress Code.

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%)

- VSRES01 — Proactively greet and assist all visitors, coworkers, and members in a friendly and positive manner.
- VSRES02 — Provide detailed and accurate information via telephone, email, live chat, and in person.
- VSRES03 — Data entry of visitor information requests.
- VSRES04 — Represent all members of the WDVCB equitably.
- VSRES05 — Communicate effectively with staff and management.
- VSRES06 — Issue work permits in accordance with Department of Workforce Development standards.
- VSRES07 — Process gift cards in accordance to procedures.
- VSRES08 — Process Employee Entertainment Cards to include: issuing cards, verifying documents, collecting payments, and running daily reports.
- VSRES09 — Answer and qualify incoming calls, forward to the appropriate person. Take and deliver messages as appropriate.
- VSRES10 — Ensure all daily opening and/or closing procedures are followed.
- VSRES11 — Assists in meeting set up and tear down in accordance with established procedures.
- VSRES12 — Assists with general organizational projects as assigned, including but not limited to mailing projects, assembly projects, off site information booths, and general administrative duties.
- VSRES13 — Review wisdells.com daily to remain knowledgeable of member businesses and area events.
- VSRES14 — Assists with general Destination Information projects as assigned, including but not limited to employment opportunity guide, school calendars, housing list, downtown hours, and marketing cube.
- VSRES15 — Ensure Welcome Center and public restrooms are kept clean and well stocked. Light cleaning to include sweeping, mopping, wiping down and stocking bathrooms is expected.

- VSRES16 — Be prepared each day for the possibility of working in all areas of the Destination Information Department.
- VSRES17 — Work all shifts as scheduled. Ensure suitable shift coverage when unavoidable absences occur.
- VSRES18 — Attend member related events and actively participate in WDVCB, Wisconsin Dells Festivals, Inc. and other related company sponsored events as requested.

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* — 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. Works to completion regardless of hours necessary.
- *Ethical* — Performs all work with the highest level of integrity, inspires trust. Does the right thing, especially when no one is looking. Maintains confidentiality.
- *Plans Well* — Plans and prioritizes appropriately. Plans for needed resources. 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, 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 interface 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 work 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 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 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.