



Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Director of Member & External Relations

Department: Member & External Relations

Reports To: Executive Director

FLSA Status: Exempt

Last Updated By: Romy A. Snyder

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SUMMARY

The Director of Member & External Relations (DMER) works to maximize positive and mutually beneficial relations with WDVCB members, the Wisconsin Dells area communities and visitors for the purpose of increasing the economic impact on the Wisconsin Dells area. This position is a member of the WDVCB Senior Leadership Team led by the Executive Director.

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.

Member Relations (est. 40%)

- Sets annual strategic goals and program of work for the Membership Department.
- Develops and oversees the Membership budget.
- Works with Marketing Department and Membership staff to effectively communicate the value of programs and promotions to members.
- Is fully versed in all WDVCB member programs and opportunities.
- Develops, directs and supervises all activities relative to membership recruitment, retention and engagement.
- Ensures that Member Engagement efforts are effective and grow the value of membership among members.
- Creates and directs strategies for increased membership recruitment success.
- Oversees the Member database and makes recommendations for improvement as needed.
- Attends membership meetings. In absence of the Executive Director, the DMER assumes the leadership role.
- Directs and manages all communication with members including: Annual Meeting, monthly newsletter, etc.
- Identifies, monitors and reports on legislative issues that impact the tourism industry and members.
- Manages WDVCB's participation with local J1 programs.
- Protects confidentiality of membership as applicable and necessary.
- Analyzes the policies, procedures and programs of work of the Membership Department and makes recommendations to the Executive Director for improvements.

Visitor Relations (est. 30%)

- The DMER maintains overall responsibility for creating and maintaining a secure, effective and efficient information center environment.
- Sets annual strategic goals and program of work for the Visitor Services Department.
- Ensures all programs and services of the Visitor Services Department are executed at a high level of customer service, effectiveness and efficiency.
- Develops and oversees the Visitor Services operating budget.

- Analyzes and adjusts operational and service performance objectives to address changing business needs.
- Works with the Marketing Department to create an engaging and effective visitor experience in person and online.
- Establishes and directs the implementation of high-level visitor center and customer service standards.
- Creates and ensures compliance of all Department policies and procedures.
- Oversees and directs the coordination of convention services based on the parameters set by and needs of the WDVCB Sales Department.
- Analyzes the policies, procedures and programs of the visitor relations efforts and makes recommendations to the Executive Director for improvements.

Community Relations (est. 10%)

- The DMER serves as WDVCB point of contact for the Wisconsin Dells, Lake Delton and surrounding communities.
- Identifies individuals and organizations in the community that can provide for WDVCB advocacy.
- Develops and maintains productive relationships with key community leaders.
- Works with the Marketing Department to effectively convey the value of the WDVCB in the community.
- Analyzes the policies, procedures and programs of the community relations efforts and makes recommendations to the Executive Director for improvements.

Supervisory Responsibilities (est. 20%)

- Directly supervises the Membership Sales & Engagement Manager.
- Directly supervises the Membership Services Coordinator.
- Directly supervises the Lead Visitor Services Representative.
- Identifies coaching and mentoring opportunities to develop a culture of teamwork, employee development and accountability.
- Carries 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 and resolving problems.

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.

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 calculate figures and amounts such as percentages. Ability to apply concepts of basic algebra and geometry.
- *Reasoning Skills* – 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. Experience in iDSS a plus.

Other Skills and Abilities

- Strategic thinker with proven track record of leadership and project management.
- Excellent communication, negotiation and presentation skills.
- Strong organizational skills, attention to detail and ability to multi-task.
- Demonstrates expertise and success in business management, personnel recruitment and management, and financial planning.
- Fosters teamwork and cooperative relationships with members, staff and tourism industry.
- Service orientation towards customers, community and members.

EDUCATION AND/OR EXPERIENCE

Bachelor's degree (marketing, management, hospitality, business development or financial emphasis) plus a minimum of ten years, preferably more, of leadership experience (tourism/hospitality experience highly desirable).

Certificates, Licenses, Registrations

- Current driver's license and clean driving record required.

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 type and talk or hear.
- 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.
- Occasional weekend and nights required.