



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Lead Visitor Services Representative
Department: Administration - Operations
Reports To: Technology & Operations Manager
FLSA Status: Exempt
Last Updated By: Burnie Turner
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Consultant Review Date:

SUMMARY

This position is responsible for the supervision of full-time, part-time and temporary Visitor Services Representatives (VSRs). In addition, this position ensures visitor centers are properly and adequately staffed, customers are provided an excellent quality of service, and Visitor Service Representatives' work time is effectively and efficiently spent.

This is a full-time, working manager position and does require regularly working evenings/weekends in the summer peak season and some weekends during non-peak season.

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 & RESPONSIBILITIES

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

Supervisory Responsibilities (est. 50%)

- Directly supervises 5-15 employees in the visitor information centers. 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; resolving problems; and recommends the termination of employees when necessary to the Technology & Operations Manager.
- Provides coaching, feedback and development of Visitor Service Representatives relative to department quality and production. Utilizes monitoring tools such as Live Chat, phone reporting, and organizational social media postings.
- Produces monthly schedules for staffing needs that include a manager on duty at all times.
- Ensures visitor information centers are efficiently staffed and managed against a payroll budget.
- Monitors timesheets for errors and punctuality. Submits department time sheets on a bi-weekly basis.
- Leads, coaches and motivates project team members proactively.

Visitor Services Related Responsibilities (est. 49%)

- Serves as a front-line Visitor Services Representative on a regular basis.
- Provides input to and participates in the development of policies/procedures for the visitor information centers and ensures compliance with company operating and regulatory policies.
- Maintains work permit programs and ensures issuance of permits are in accordance with federal/state guidelines.

- Ensures all reference materials and procedure manuals for department are accurate, complete and up-to-date.
- Reviews and approves daily, weekly and monthly shift balance reports prior to submitting to accounting.
- Provides department performance report statistics to the Management team monthly.
- Oversees the sale of gift cards, employee entertainment cards and other items as directed.
- Ensures appropriate response coordination to incoming visitor concerns.
- Oversees programs delegated to VSRs including school calendar, window displays and other projects.
- Coordinates convention service assignments to the Visitor Services Department such as mailings, welcome bags, name badges and scheduling of on-site information booths as directed by the sales team.
- Uses project management software to manage, assign to VSRs, and monitor execution from initiation to closure as directed.
- Oversees guest book entries.
- Assists the Technology & Operations Manager with annual budget for visitor services areas.

Other Responsibilities (est. 1%)

- Attends member related events and actively participates in WDVCB, Wisconsin Dells Festivals, Inc. and other related company sponsored events as requested.

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:

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...

Change Management – Communicates changes effectively; monitors transition and evaluates results.

QUALIFICATIONS

To perform this job successfully, an 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

- 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.
- 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.
- 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.

Other Skills and Abilities

- Knowledge of spreadsheet and word processing software.
- Contact management software knowledge desirable.

Other Qualifications

- Valid driver’s license and automobile are required to make deliveries and to monitor our Lake Delton information center.

EDUCATION AND/OR EXPERIENCE

Associate degree, a minimum of three years of customer service management related experience, and a minimum of three years of supervisor experience of five or more employees or equivalent combination of education and experience.

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 stand, 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.