

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Title: Tourism & Events Coordinator

Hours: 8:00am-5:00pm Monday through Friday;
Some weekend and evening work required; Some travel required.

Department: Tourism

Reports to: Director of Tourism/Client Relations

Status: Full Time/Exempt at Will

Nature of Work:

Supports the Director of Tourism/Client Relations in all bureau marketing programs involving tour operators, travel agents, and the social market (weddings and family reunions) as well as the leisure traveler and new and existing events. Manage trade show appearances, conduct sales calls, generate leads, and provides follow-up and services to responsible markets, as directed. Position requires independent judgment and discretion in creating concise, error-free informational materials to advance the promotion of Fayetteville/Cumberland County as a desirable destination for travel and tourism. Work is performed under the supervision of the Director of Tourism/Client Relations.

Examples of Duties:

1. Support Director of Tourism/Client Relations in efforts of developing Cumberland County a leisure traveler-friendly destination and implements a professional plan to support assigned markets (social, motorcoach, and events (TDA, CVB curated or existing)).
2. Conduct sales calls, presentations, site inspections, and familiarization tours; Attend consumer travel shows, if applicable.

- 3. Act as liaison between participating lodging facilities and attractions, with tour wholesalers, tour operators, travel agents, and advertisers with event planning and promotion to attract leisure travelers/group tours to the area. Arranges and hosts familiarization tours, as needed. To include planning, execution, follow-up, and include any promotions related to increasing travel.**
- 4. Build leisure travel business through the development and implementation of travel trade marketing programs. Acts as primary information contact to travel agents and AAA/CAA offices. Conducts promotions and sales calls to AAA/CAA offices, travel agencies, and others to increase knowledge of the area. Arranges and hosts familiarization tours, as directed. To include planning, execution, and follow-up.**
- 5. Maintain and update all related tour operators and AAA/CAA contacts in Simpleview.**
- 6. Fulfill inquiries from tour operators, travel agents, and any leisure tourism-related requests within two working days.**
- 7. Responsible for the development and gathering of information for Tourism Department collateral such as Group Tour Manual, web-based, social media or any new/existing tourism promotion/program/campaign depending on how customers want/need to receive information.**
- 8. Maintain a well-informed, working knowledge of the accommodations, activities, attractions, and services that are available for visitors/leisure travelers in Fayetteville/Cumberland County.**
- 9. Maintains and participates in appropriate local industry networks. Encourage and develop participation in tourism promotions and tie-ins. Educates self about the county and regional tourism products. Shares pertinent information with CVB staff and industry partners.**
- 10. Responsible for sales/servicing to: Leisure/AAA groups, Bus Tours, and any other applicable group market. Offering applicable packages when available.**

- 11. Responsible for servicing to: Social Market (family reunions, weddings, and notable celebrations). Offering appropriate services and FACVB products, when applicable.**
- 12. Develops partnerships with wedding venues (refer to CFBG partnership).**
- 13. Maintain partnerships with venues and reach out regularly to check in/see if they need assistance with clients.**
- 14. Check-in with venues, ie Cape Fear Regional Theatre for events that they may have going and offer assistance if applicable.**
- 15. Maintaining contact and checking in with leads that were generated beforehand but also making sure to build new leads and relationships with new clients. Do not rely on old leads/contacts.**
- 16. Develops a listing of related tourism organizations, contacts and maintains relationships, and attends meetings as necessary.**
- 17. Represents the Fayetteville Area at industry functions and tourism events, as needed or requested.**
- 18. Gathers maintains and interprets industry and market research.**
- 19. Maintain professionalism and respect inside and outside of the office. Especially when representing Cumberland County.**
- 20. Performs other duties as required or assigned.**

Knowledge, Skills, and Abilities

- 1. Knowledge of principles of effective communications and marketing.**
- 2. Knowledge and ability to analyze markets, marketing strategies, publicity and promotion programs, and needs as well as program results.**

- 3. Ability to learn and maintain knowledge of FACVB organizational policies and goals that apply to the area of responsibility.**
- 4. Ability to communicate and work as a team with co-workers, partners, venues, etc. Ask questions, be present in discussions/meetings, communicate needs.**
- 5. Ability to gather, compile, compose and edit information for use in promotional purposes. High level of accuracy.**
- 6. Ability to maintain and establish reports, files, checklists, and related records.**
- 7. Ability to establish and maintain an effective working relationship with co-workers, community and constituency, public officials, and others throughout the community.**
- 8. Ability to plan, organize and effectively present ideas and concepts to groups and to communicate effectively and professionally orally and in writing.**
- 9. Ability to assimilate information from a variety of sources, analyze information and recommend a course of action to be taken to enhance the goals and objectives of the FACVB.**
- 10. Ability to exercise sound judgment and discretion in the performance of job duties and represent the FACVB in a positive, enthusiastic, and professional manner.**
- 11. Ability to follow oral and written directions/instructions.**
- 12. Knowledge of and ability to operate personal computers to include word processing programs, Internet programs, and protocols, and related programs and databases as well as other related software to carry out job duties and functions. Be able to operate equipment used by the position.**
- 13. Ability to use SimpleView and learn how to maneuver through the database. Use detailed description in traces that are made to refer to for generated leads, new/existing accounts, and contacts.**
- 14. Ability to build exceptional phone rapport.**

15. Build a working knowledge of the tourism industry to include Cumberland County as the assets contained within.

16. Ability to be self-sufficient and to travel.

17. Ability to request training needs and implement current trends and lessons acquired.

18. Ability to lift, push or carry up to 35lbs.

Minimum Education and Experience Requirements

Bachelor's Degree from accredited college or university preferred.

Prior CVB experience in similar capacity and background in the hospitality industry, preferred.

Experience with the necessary skills, knowledge, and abilities.

Conditions of Employment:

Each applicant who has tendered an offer for employment must have and maintain a valid North Carolina driver's license with an acceptable driving record. A current copy of insurance must be provided at the time of hiring and kept current in the employee file.

I have read and agree to perform the duties and responsibilities as outlined in this job description.

Employee Signature

Date

Supervisor Signature

Date

CEO Signature

Date