

VISIT SUN VALLEY

visitsunvalley.com | 160 Sun Valley Rd West Ketchum, ID 83340 | 208.725.2104

Position Title: Visitor Center Manager
Reports to: Operations Manager
Exempt/Non-Exempt: Exempt

POSITION OVERVIEW

The Visitor Center Manager is responsible for the smooth operation of the Visit Sun Valley Visitor Center, overseeing the ambassador team to ensure high standards of customer service through the assistance and dispensing of information on Sun Valley/Ketchum and its surrounding areas to visitors and members of the community.

EXPECTED HOURS OF WORK

The Visitor Center is open all year, including holidays. This is a full-time year-round position, typically 32-40 hours/week. Visit Sun Valley would like the individual to have a team player attitude with the ability to work some weekends, and holidays, as needed.

PRIMARY RESPONSIBILITIES

- Trains, schedules, supervises, and evaluates the performance of staff and volunteers. Provides sufficient and ongoing training to ensure quality and consistent visitor service. Exercises direct supervision over part-time staff and volunteers to ensure daily tasks are being accomplished
- Assists visitors with planning itineraries, answers questions pertaining to the area, and connects visitors with various guide tools in person, via phone, email, text and live chat.
- Maintains a complete working knowledge of the destination events, attractions, and services available to visitors in the area.
- Researches new companies and activities that may be attractive to visitors.
- Develops specialized visitor information as needed.
- Ensures a sufficient stock of brochures and promotional materials are maintained, orders new materials, as necessary.
- Responsible for mailing out visitor brochures/information requests, and promotional material requests received via phone/email.
- Prepares monthly activity reports on visitor statistics and 8x8 call logs; provides anecdotal information on visitor experiences, preferences, and comments.
- Coordinates the ongoing maintenance and repair of the center; ensures that the facility is clean and presentable for the public.
- Participation in special events, as needed, providing information about the destination and providing a welcoming experience to visitors and members of the public
- Assistance with distribution of Stay Sunny marketing collateral merchandise to businesses in the community and/or participates at special events distributing Stay Sunny swag
- Monitors online travel forums inquiries involving the Sun Valley area (TripAdvisor or Reddit)

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SECONDARY RESPONSIBILITIES

- Website assistance:
 - Visit Sun Valley Events calendar management: updating or adding events and publishing events submissions
 - Auditing and updating pages on www.visitsunvalley.com
- Information distribution, and visiting businesses as needed
- Optimizing content for the information kiosk
- Monitoring the live chat to look for ways to optimize
- Performs other related duties as assigned or as the situation dictates within the scope of this role.

JOB QUALIFICATIONS

- Bachelor's degree, equivalent training or supervisory experience required
- Basic to intermediate knowledge or Microsoft Office Word/Excel, Google sheets & google docs
- Ability to learn and adapt to advances in computer and electronics device technology and software.
- Effective time management with proven ability to manage multiple projects and work with a high level of efficiency
- Detail oriented with proven ability to prioritize, organize, and plan workflows with multiple team members while meeting deadlines.
- A person with strong customer service skills and a solutions-orientated team
- Knowledge of attractions, activities, facilities, and services available to visitors in the area.
- Ability to train, schedule, oversee, and evaluate the work of staff.
- Ability to recruit and manage a volunteer workforce.
- Ability to develop, explain, and install new procedures or alter current procedures to meet the Visit Sun Valley Visitor Center's needs.
- Ability to create and adhere to safety policies, procedures, and guidelines.
- Highly collaborative and ability to communicate effectively, orally and in writing, and can build rapport and credibility quickly.
- Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, members of the business community, and members of the general public.