



POSITION: Visitor Services Manager – Visit Billings

ORGANIZATION BACKGROUND:

As a destination marketing and management organization (DMMO), Visit Billings is charged with growing visitation at Montana's Trailhead. Strategies include tourism marketing and sales while supporting programs and projects that will help position Billings as a competitive choice for travelers. Visit Billings is the leading brand comprised of the Billings Tourism Business Improvement District (BTBID) and the Billings Convention and Visitors Bureau (BCVB) and is managed by the Billings Chamber of Commerce. The mission is to generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination. Visitor recruitment leads to economic impact to the community and the region.

POSITION SUMMARY: The Visit Billings Visitor Services Manager (VSM) oversees daily operations of visitor services and serves as the manager of all visitor services for Visit Billings. The VSM should have a passion for travel, Billings, and southeast Montana. This person will be a primary point of contact for visitors, meeting planners, sports events directors, tour operators, as well as tourism partners and Visit Billings stakeholders inquiring about visitor information or servicing of programs or events that meet mission. Customer service to the visiting public is crucial and key to this position talking and meeting with domestic and international destination professionals, travelers, and partners. This person will oversee all visitor requests, visitor information inventory, visitor fulfillment, and visitor services as well as convention, group tour, and sports events servicing commitments like registration information and hospitality needs. This role is also pertinent to reporting, research, and data information as it pertains to measurable objectives for the organization.

This person must demonstrate an elevated level of interpersonal skills and possess a results-focused approach and commitment to going the extra mile for visitors, stakeholders, tourism partners, clients, and vendors including adapting quickly to situations, managing demands, and deadlines. This person must be an initiative-taker who is friendly, patient, energetic, and personable desiring for people to have a positive experience while visiting the destination and working with Visit Billings.

SUPERVISORY RESPONSIBILITY: May supervise volunteers intermittently.

Visitor Facilitation Responsibilities:

- Facilitate a positive visitor experience for travelers, planners, tournament directors, and clients.
- Create, then develop and execute, the next generation of visitor experiences which will include elements that service guests and extend their stay or lead to repeat visitation.
- Manage daily visitor experience operations including scheduling, counseling, and training of volunteers and any necessary staff for the year-round operation of Billings area visitor information centers or kiosks.
- Orient and facilitate visitors and prospective visitors and managing associated programs and offerings for visitors and visitor services.
- Managing visitor information with texting program (Quiq).
- Manage facilities in terms of cleanliness, tourism information inventory (brochures, maps, visitor guides, road reports, event posters, etc..), and general aesthetics.
- When applicable, coordinate tours to showcase local regional attractions.
- Responsible for all aspects of inventory for Visit Billings information, general Billings' information, and partner information.
- Manage convention and sports servicing including booth set-up and volunteers, assist with site tours, deliver banners, brochures, or gifts to locations, coordinate the assembly of convention bags with volunteers and other items for attendance building and event execution.
- Assist with familiarization (FAM) tours and site inspections.
- Work and coordinate the participation of staffing for Visit Billings' hospitality booths at local events such

as MontanaFair, Strawberry Festival, Montana High School Association tournaments, road races, and similar events where visitor information distribution would be helpful to participants.

- Oversee and execute weekly event calendars and other general updates for stakeholders.

Research and Data Responsibilities:

- Responsible for monthly reporting of visitor traffic and other key indicators. Work on research projects as needed. Maintain current committee distribution lists and keep Visit Billings sales databases current and relevant.
- Coordinate tracking of convention, leisure, international and other guest types.
- Conduct regular comparative occupancy and sales analysis. Compile reports for executive director.
- Support functions related to TBID Board meetings in partnership with Executive Director including meeting agenda and data management.

General Duties and Responsibilities:

- May act as Visit Billings liaison at meetings, conventions, or events.
- Assist with logistics such as coordinating flights, accommodations, shipping of materials, and expense reports.
- Help manage shipments of booth pieces and inventory necessary for use at tradeshow and other meetings.
- Duties such as database entry, reporting, spreadsheet management, and CRM.
- Other duties as assigned.

KNOWLEDGE/SKILLS/ABILITIES REQUIRED:

- Must have a thorough knowledge of the Billings region from a visitor perspective including accommodations, attractions, transportation, etc.
- Excellent interpersonal skills required. A high degree of poise and tact to represent the Billings Chamber/Visit Billings with all members, board members, volunteers, and public.
- Ability to work independently allowing the organization and initiation of tasks to occur in a dynamic, demanding environment.
- Proficient in Word, Excel, Outlook, PowerPoint applications. Operates automated and standard office equipment, such as personal computer, calculator, photocopier, projector, and postage machine.
- Excellent listening, oral, and written communication skills.
- Flexibility and willingness to accept new assignments and challenges to grow in duties and responsibilities, as necessary.
- Ability to quickly learn industry related computer software and business etiquette skills.
- Must be comfortable and patient interacting with visitors and prospective visitors as well as volunteers on phone, text, email, and in person.
- Must be courteous, professional, outgoing, and able to respond to changing priorities. Needs to pay attention to detail.
- Must be an enthusiastic, organized collaborator, while self-reliant and accountable.
- Needs to anticipate work and manage workload well with minimum supervision and instruction.
- Accountable for any assigned budget items including expense tracking, invoice processing, and follow-up.
- Manages special partnerships and any special co-op programs per assigned projects or programs.
- Represents Visit Billings at industry networking events or tradeshow, and develops working relationship with partners, business community, prospective visitors, planners, or clients.
- Performs other duties as assigned.

QUALIFICATIONS

- Four-year degree from an academic institution.
- Preferred minimum of two (2) years related experience showing progressive growth and learning and/or training equal to the skill level needed to perform this position.
- Preferred communications, hospitality, business, tourism industry focused experience.
- Preferred experience in a tourism or hospitality field; Strong knowledge about Billings as a community and southeast Montana as a tourism region is necessary.

- Prior experience in the hospitality, convention bureau, or sales industry helpful.
- Position requires significant amount of independent judgment with minimum supervision.
- Must be able to use sound judgment and discretion; demonstrate professionalism and ownership.
- Understanding of marketing disciplines, social media, and promotional efforts/concepts.

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Ability to perform work utilizing a computer for extended periods of time.
- Ability to sit for extended periods of time in performing the work.
- Ability to travel by ground or air transportation (includes personal and public transportation) as required in performing duties as assigned with prolonged standing and walking.
- Ability to work nights and weekends as needed. Working evenings may include, but is not limited to hosting media, attending business exchanges, meetings, events, touring with guests and clients.
- An employee in this class of work performs activities requiring the occasional lifting of objects weighing sixty (60) pounds or less.
- This person must possess the ability to prepare booth pieces for shipment and set-up/work tradeshows and events.
- The position also demands the ability to lead walking or driving tours. Activities including horseback riding and boat tours may also be required occasionally.
- Visit Billings' offices are located at the Billings Chamber of Commerce.

POSITION SPECIFICATIONS:

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| Reports to: | Executive Director |
| Classification/Hours: | Full-Time; Exempt |
| Benefits: | Medical, dental, life and long-term disability insurance; flex program, paid vacation and sick leave, holidays, 401(k) |
| To Apply: | This position offers a competitive salary and benefits package. Qualified candidates should submit cover letter, resume including three professional references. |
| Work Environment: | Partial teleworking combined with in-office workdays |
| Send to: | Human Resources, PO Box 31177, Billings, MT 59107 Jennifer@billingschamber.com |