



Tourism and Business Development Coordinator

Visit Visalia Convention & Visitors Bureau

The Tourism and Business Development Coordinator provides clerical support to the convention sales and tourism team including data entry, business development, event logistics planning and execution of sales activities.

Essential Duties and Responsibilities

- Provide tourism services to in-office and on-phone travelers
- Generate reports for monthly meetings, annual reports and production reports
- Provides telephone and email coverage, general office and coordination
- Enters, updates and maintains database information with integrity and accuracy
- Handles incoming requests from clients, hotels, and local venues and attractions.
- Assist with bid proposals (RFP), presentations, and site inspection itineraries for prospective clients.
- Provide administrative support, including scheduling, document preparation, and project coordination.
- Assists development of new accounts, develops target lists and customer profiles to assist with convention and tourism sales efforts.
- Assist in response to inquiries and provide support to meeting planners, hospitality partners, stakeholders, and internal staff.
- Provides support for tradeshow planning and execution
- Conduct research on assigned accounts and assist in identifying potential business opportunities.
- Organize and maintain electronic filing systems, reports, and databases.
- Compile and generate reports as requested.
- Perform general office duties and other responsibilities as assigned.
- Communicate with external stakeholders, including meeting planners, association representatives, and local attractions.
- Coordinates inventory and ordering of collateral.
- Website updates including content creation.

Working Relationships

Collaborate with internal staff, particularly the Tourism Director and Sales Manager.

Maintain professional relationships with local hospitality partners, including hotels and meeting venues.

Communicate with external stakeholders, including meeting planners, association representatives, and local attractions.

Contributes to our safe, healthy, positive and harmonious work culture and environment.

Other Duties

Please note this position description is not designed to cover or contain all activities, duties or responsibilities that are expected of the team member for this position. Duties, responsibilities and activities may change at any time with or without notice.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Expected Competencies

- Time management skills with strong ability to multi-task
- Ability to prioritize and balance multiple projects simultaneously
- Professional interpersonal skills and presentation of self
- Ability to develop and maintain strong relationships with clients, customers and stakeholders
- Superior proofreading, written and verbal communication skills
- Results driven, proactive and able to work well independently and in groups
- Ability to thrive in a fast-paced work environment
- Ability to execute tasks and oversee projects with minimum supervision
- Ability to work under pressure and maintain professionalism
- Ability to recognize and maintain confidentiality of information.
- Ability to maintain professional conduct at all times
- Ability to work special events and weekends as assigned
- Ability to maintain an excellent attendance record

Desired Education and Experience

- High school diploma / G.E.D.
- Knowledge of Visalia product and assets
- Proficiency using a CRM or similar database system
- Experience in the hospitality or meetings industry
- Working knowledge of computers including Microsoft Office software and Windows operating systems. Proficiency in CANVA a plus

Work Environment

This position operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets. Must have driver's license for potential travel to local venues or activities.

Physical Demands

This is largely a sedentary role with extended time sitting at a desk and working on a computer. This role requires the ability to lift and carry items up to 30 pounds, open filing cabinets and bending or standing frequently as necessary. The position may include traveling by car and/or plane; extended periods of standing or sitting are expected.

Position Type/Expected Hours of Work

This is a full-time position. Office work hours are Monday through Friday, 8:00 a.m. to 5 p.m. PST. Saturday coverage may be required in the summer tourist season. Traveling, evening and occasional weekend work or participation in events that occur after hours is expected as needed. Responsibilities may require an adjusted work schedule, overtime, and evening/weekend hours in order to meet deadlines or events.

Travel Expectation

This position may require up to 10% travel time within Visalia city limits.

Additional Eligibility Qualifications

Ability to maintain an excellent attendance record.

Compensation:

- Pay is based on experience: \$20-25 / hour
- Health benefits the first of the month following sixty (60) days of continuous employment.
- Paid time off, paid holidays & sick time

Apply with Resume to applyvisitvisalia@gmail.com

Changes: This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.

ADA/FEHA: The Company will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act.

EEO: The Company is an equal employment opportunity employer.