

Travel Specialist

Charlottesville Albemarle Convention & Visitors Bureau

Full-Time, 12 months

Non-Exempt, Pay Grade 10

VRS-Eligible, Benefits-Eligible

Join the Albemarle County Team:

Albemarle County Local Government and Schools is the second largest employer in the Charlottesville/Albemarle area. It's our mission to enhance the well-being and quality of life for all citizens through the provision of the highest level of public service consistent with the prudent use of public funds.

We deliver this in a diverse locality, with rural, suburban and urban characteristics. The **Albemarle County Core Values** are the foundation for all we do.

- **Integrity:** We value our customers and co-workers by always providing honest and fair treatment.
- **Innovation:** We embrace creativity and positive change. Learn about this from the People of Albemarle. Have you heard about our partnership for an autonomous shuttle in Crozet?
- **Stewardship:** We honor our role as stewards of the public trust by managing our natural, human and financial resources respectfully and responsibly.
- **Learning:** We encourage and support lifelong learning and personal and professional growth. We support our team through internal and external training opportunity. Check out our *free* in-house training opportunities.
- **Community:** We expect diversity, equity and inclusion to be integrated into how we live our mission.

We take care of our team, offering employees BE WELL Albemarle support to provide opportunities to understand and follow an active lifestyle that promotes a culture of good health and wellness. Did someone say discounted gym membership, please?

We take care of the environment, with a department dedicated to programs supporting Pollution Prevention (P2), Energy Conservation and other environmental initiatives.

THE CHARLOTTESVILLE ALBEMARLE CONVENTION & VISITORS BUREAU

The Charlottesville Albemarle Convention & Visitors Bureau's primary function is that of a Destination Marketing Organization, or DMO, which is to say that we market the best experiences Charlottesville and Albemarle County have to offer a visitor. Our broader mission is to enhance the economic prosperity of Charlottesville and Albemarle County. We work with hoteliers and local businesses and inform visitors.

The Travel Specialist

The Charlottesville Albemarle Convention & Visitors Bureau is actively recruiting a **Travel Specialist** to join our team. The successful candidate will serve as the face of our community by welcoming visitors to our destination through the Mobile Visitors Center (MVC), a highly visible service vehicle parked throughout Albemarle County and the City of Charlottesville. Travel Specialists advise tourists and residents who visit the CACVB and/or inquire via telephone/internet about travel options in our local area. Additionally, the Travel Specialists form relationships with businesses and non-profit organizations at the point-of-service, working hand-in-hand with them to promote the latest local news and identify

potential partnerships. Work requires extensive knowledge of local travel and tourism amenities and the ability to communicate clearly, collaboratively and respectfully with others. Work is performed under minimal supervision.

The Expectations

Essential functions and responsibilities of **Travel Specialist** include, but are not limited to, the following:

- Actively promotes tourist attractions, hotels, restaurants, events, recreational activities, businesses, and services to visitors and residents; recommending activities and itineraries tailored to their unique interests;
- Manages, stocks and drives one of two mobile visitor centers throughout the County and City as part of visitor services; drives vehicle to specified locations on weekly schedule and for special events;
- Develops relationships with businesses and non-profit organizations at the point-of-service to work collaboratively, promoting individual neighborhoods and staying abreast of events, openings, closings and more at each location in order to inform CACVB staff, visitors and residents;
- Represents the CACVB in the Community via the Mobile Visitor Center and at events and exhibitions;
- Leads on-site convention services engagements for major meetings and groups, including working alongside meeting planners and senior hotel sales staff to ensure guests have a satisfying experience, as well as setting up and breaking down on-site convention services exhibits;
- Assists CACVB Visitor Services and Marketing Teams' initiatives such as the seasonal product promotions and special events;
- Coordinates with local fulfillment vendors and facilities to distribute and track inventory of CACVB marketing materials;
- Tracks and manages inventory of brochures and travel literature in partnership with other Travel Specialist, while adhering to state and local guidelines;
- Answers inquiries in-person, by telephone, by mail, on social media and by e-mail;
- Researches local opportunities for tourists and related subject matter in order to serve visitors as a subject matter expert;
- Completes projects during daily shifts as assigned;
- Distributes and mails travel brochures; assembles bulk orders of brochures by request;
- Keeps daily reports of visitation numbers, phone calls and referrals;
- Using Customer Relationship Management (CRM) platform to enter, track and report on visitor statistics, information requests and more Maintains database and keeps information current; prepares reports for manager review;
- Making recommendations about social media posts and website updates in the context of different service engagements;

Performs related tasks as required.

THE QUALIFICATIONS

Education and Experience

Any combination of education or experience equivalent to a bachelor's degree from an accredited four-year college or university in marketing, communications, or a related field.

Knowledge, Skills and Abilities

Through excellent customer service and quality information, the Travel Specials ensures that visitors have such an exceptional experience in Charlottesville and Albemarle County that this destination becomes their number one place to stay, shop, dine and be entertained whenever they come to Central Virginia. Position requires excellent communication and a focus on relationship building. Travel Specialist must be able to build relationships with our visitors, local businesses and partners and coworkers. Knowledge of local tourist attractions in the County and City is key to success in this position as well as an understanding of tourism as an economic driver for the local community. A background in Tourism sales or marketing is preferred. Ability to highlight the benefits of our County/City product, ability to upsell, and ability to put itineraries together to improve the visitor experience. Flexibility in work schedule to accommodate special events as needed. Current driver's license and the ability to drive. Ability to read maps and direct people to events and attractions. Intermediate level proficiency in office-related software including Microsoft Office Suite 365 and Apple IOS. Ability to use a variety of office equipment, including computer, iPad, fax, scanner, copier and multi-line telephone.

THE PHYSICAL CONDITIONS AND NATURE OF WORK CONTACTS

Travel Specialists work in a hybrid work environment with time being shared between a traditional office space (or remote home office), as well as time spent operating the Mobile Visitors Center. While working in an office environment, work will be conducted from a sitting position, however it will require frequent standing, walking bending, etc. Travel Specialists work full time hours Wednesday to Sunday, including some holidays, and with some flexibility for special events. Mobile Visitors Center(s) operate out of wrapped CACVB branded Sprinter Vans stocked with tourism collateral. Standard front desk and office environment, requires standing for extended periods of time, which include lifting to 50 lbs., restocking brochures, bending, sitting, and standing. Frequently, Travel Specialists will work outside, in open-air locations while operating the Mobile Visitor Center.

THE SALARY RANGE

The salary range for this position is \$31,987-38,384 per year. Starting offer is based on applicable education beyond minimum, experience and internal equity. The position also provides excellent benefits including 12 paid holidays, paid vacation and sick leave, health insurance options with employer contribution, employer-paid life insurance, VRS retirement, and continuing education/training opportunities. This is a full time, FLSA Non-exempt position. *Internal candidates will receive pay adjustments in accordance with Local Government Personnel Policy, §P-60.*

DEADLINE FOR APPLICATIONS: Position open until June 30, 2022, 5:00 p.m. EST

PROCESS: For consideration please apply at <https://albemarleva.tedk12.com/hire/index.aspx>

EOE/EEO

Albemarle County is an equal employment opportunity employer, and does not discriminate against any group or individual on the basis of race, color, religion, sex, sexual orientation, national origin, age or disability in regards to any aspect of employment policy and practice: recruitment, testing, selection, assignment, pay, conditions of work, training, leave, overtime, promotion, discipline, demotion, and separation.