

## VISIT FORT WORTH

### SENIOR MANAGER of VISITOR CENTERS

#### JOB DESCRIPTION

**JOB TITLE:** Senior Manager of Visitor Centers

**DEPARTMENT:** Marketing

**POSITION REPORTS TO:** Executive Vice President for Marketing & Strategy

**EXEMPT OR NON-EXEMPT:** Exempt (Professional)

**SUMMARY OF BASIC FUNCTION:** Maintain smooth, effective operations in our Visitor Centers. Create mobile visitor engagement opportunities beyond the Centers. Manage the Stockyards Visitor Center.

#### DUTIES AND RESPONSIBILITIES:

- Manage the Stockyards Visitor Center, ensuring smooth, effective operations and a helpful, welcoming atmosphere for our visitors.
- Manage other visitor center managers and the general services assistant.
- Develop and maintain training for staff and volunteers, with quarterly training programs.
- Manage work schedule for staff and volunteers, ensuring coverage and back-up for all visitor centers and greeter activity.
- Maintain information resources needed by visitors by providing feedback to the Creative Director and EVP Marketing, tracking trends in questions and requests and arranging for materials from attraction partners.
- Submit reports on volunteer hours and visitor center traffic on time.
- Greet tour groups as needed to establish and maintain positive interaction with tourism partners in Stockyards National Historic District.
- Participate in staff development opportunities.
- Take initiative to develop plans to meet overall goals and objectives.
- Work with Meeting Sales, Convention Services, Marketing and The Herd as needed to welcome special guests such as customer site visits.
- Promote a positive, welcoming environment and team culture
- Other related duties as assigned.

**POSITION QUALIFICATIONS:**

**Education** - Undergraduate degree preferred

**Experience** - Two years administrative, management or related experience. Previous experience with volunteer programs a plus. Customer service experience a plus.

**Special Skills** - Basic computer knowledge a plus. Knowledge of Fort Worth attractions and culture a plus.

**WORKING CONDITIONS:**

The position requires strong communication and interpersonal skills to engage the public and lead your team with tact, patience and diplomacy. The ability to understand and follow oral and written directions, work cooperatively with others and work independently is also required. The position also requires the ability to meet schedules and timelines, plan and organize work. The work conditions involve irregular hours subject to occasional interruptions, varying and unpredictable situations. The position also requires regular travel between visitor centers and the Visit Fort Worth office.

**RESPONSIBILITY FOR THE WORK OF OTHERS:**

Work Leadership Responsibility: Assigns, verifies and regulates the workflow of our visitor centers and supports the team in them.

Supervisory Responsibility: Responsible for supervision of volunteers and staff of Main Street Visitor Center Manager and Will Rogers visitor center.

**PHYSICAL DEMANDS:**

Sitting - Frequent  
Standing - Frequent  
Walking - Frequent  
Lifting - Occasional (heavy, 50 lbs.)  
Carrying - Occasional (heavy, 50 lbs.)  
Pushing - Occasional (heavy, 50 lbs.)  
Pulling - Occasional (heavy, 50 lbs.)  
Reaching - Frequent  
Handling - Frequent  
Kneeling - Rare  
Stooping - Rare  
Crouching - Rare  
Bending - Occasional