

Greater Palm Springs Convention & Visitors Bureau

JOB DESCRIPTION

Position Title: Program Manager, Certified Tourism Ambassador
Department: Destination Development

SUMMARY:

The Certified Tourism Ambassador™ (CTA) Program is a certification program that serves to increase tourism by inspiring front-line hospitality employees and volunteers to work together to turn every visitor encounter into a positive, memorable experience. The CTA Manager oversees the overall strategy and implementation of the CTA Program. Responsibilities include meeting the CTA strategy goals, managing the scheduling of training classes, networking events, manage CTA Web site content and CTA database and participating as a program instructor.

ESSENTIAL DUTIES, RESPONSIBILITIES, and QUALIFICATIONS:

- Oversee and manages all CTA Program related components including program instructor and training of instructors.
- On-going solicitation of new CTA participants and messaging to reinforce the renewal progress for all current CTAs.
- Serve as onsite contact for all CTA Training sessions including pre-read collateral printing and delivery, classroom training and class registration etc.
- Manage course curriculum and distribution of information.
- Oversee processing all monthly billing and invoicing for the CTA Program.
- Facilitate Annual CTA Program Accreditation review and information.
- Responsible for future class scheduling (dates/contracts confirmed). All food & beverage details, A/V and general room set up for both on and off-site class events.
- Responsible for compiling and inputting information on the CTA Web site on an on-going basis including images, CTA Events, etc.
- Review and compile all renewal components including email updates and personal calls to each current CTA.
- Serve as CTA Program liaison at CVB sponsored events.
- Responsible for maintaining CRM partner database information with current and accurate CTA information.
- Responsible for compiling and inputting information on CTA website and destination specific information as needed.
- Direct messaging CTA database group including monthly CTA updates.
- Planning and managing CTA events quarterly or monthly, and providing opportunities to earn points toward renewal throughout the year.
- Provide CTA stats (number of CTA's, renewal percentages, future class schedule, etc.) for board reports and other CVB reports as needed.
- Other duties as assigned.

Perform related duties as assigned. Employee must be flexible to changing policies and procedures as well as varying deadlines.

GENERAL QUALIFICATIONS

To perform this job successfully, the employee must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Bachelors Degree in related field
- 3 to 5 years hospitality, travel or tourism experience, or related experience
- Program development and management experience
- Comfortable presenting to small and large groups
- Strong verbal and writing communication skills
- Strong project management and organization skills
- Collaborative team player
- Ability to think creatively and take initiative
- Prioritization skills and ability to multi-task
- Strong interpersonal skills with a personable and professional demeanor

Proficient in written and spoken Spanish language a plus.

Valid driver license required.

Send resume and cover letter to HR@gpscvb.com

NOTE: *The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required.*