



Interested candidates should email resume to: admin@visitgalena.org

Overview

The Galena Country Tourism (GCT) Visitor Services Manager will assist in generating a favorable public image for GCT and the destination by managing the operation of our Visitors Center. Work involves administration of the facilities including gift shop operations; stakeholder information inventory and communications; and attending to the needs of daily visitors.

This position is responsible for the overall supervision of clerical, custodial, and part-time personnel via the Visitor Center. Work is performed in accordance with policies and procedures but the employee exercises a considerable amount of independent judgment in carrying out assigned duties and responsibilities. Work is performed under the general direction of the CEO with supervision from the Marketing Director.

The position, at times, requires long hours and dedication to customer satisfaction and promotions.

Supervisory Duties:

Supervise part-time employees, volunteers and interns including:

- Scheduling and timesheets.
- Assist with recruitment, training, and the completion of all necessary documentation for all visitor services employees and internships.
- Ensure company guidelines are being followed consistently including customer service standards.
- Direct and assign tasks as needed.

Customer Service:

- Assisting all walk-in traffic with trained, travel-related itineraries specifically focused on Galena Country and its surrounding areas and current marketing themes and objectives.
- Answering all Visitor Center phone and email communications.
- Frontline communicator to all walk-in stakeholders, physical information requests from stakeholders, and receiver of stakeholder deliveries.
- Assist with off-site information and merchandise booths and other special events.
- Must have a vehicle and valid driver's license to perform deliveries and other job functions involving transportation.

Information Inventory

- Securing stakeholder information through constant correspondence including but not limited to availability, business updates, contact changes, research and developments.
- Keeping all informational brochure racks well stocked and current, assuring organized and maintained information centers.
- Maintenance of all City kiosks and displays, focused on an attractive and user-friendly presence.
- Collect and maintain current information on Galena Country events and happenings.
- Collect and maintain Visitor Guide requests including but not limited to daily web/email requests, bulk mailings, ad lead tracking/requests and stakeholder requests.
- Provide report information to CEO to make strategic development, marketing and purchasing decisions for the Center:
 - Research for best practices – technology, products, brochures
 - Inquiry database reports (i.e. visitor requests by geographic destination)
 - Visitor walk-in/telephone traffic/email inquiries





Visitor Services Manager

JOB DESCRIPTION
JANUARY 1, 2021

- Annual attraction & trend analysis (includes attraction/event ticket sales)

(Information Inventory cont'd)

- Collect and analyze visitor data to help improve customer service and visitor experience.
- Monitor all inventory and assist with monthly inventory reporting
- Assisting other admin staff with miscellaneous projects including but not limited to:
 - Visitor Guide Business Listings updates
 - Itinerary theme research
 - Stakeholder follow-up communications
 - Promo prep, packaging and distribution
 - Stakeholder site visits and research
 - Deliveries and pickups
 - Frontline surveying
 - Physical/digital services tracking
 - Special GCT events assistance

Additional Job Responsibilities:

- Occasional travel and training
- Occasionally requires evening and weekend hours
- Regularly communicate with Marketing Director to discuss strengths, opportunities and trends in business to drive traffic to the Visitor Center.
- Work with the marketing team to carry out the Galena Country brand in the Visitor Center.
- Work the Operations Director to ensure inventories and operation processes are synced.
- Other duties as assigned by the CEO

About Galena Country Tourism

Galena Country Tourism® is the official destination management organization for Galena Country.® Our mission is to promote, develop and expand the visitor industry for the benefit of the local economy and community including the City of Galena and Jo Daviess County, Illinois. We promote Galena Country as the Midwest's premier destination for overnight visitors and aim to increase overall visitor spending in our area.

Galena Country transports people to another time and place to enjoy one-of-a-kind experiences and adventures. Some historic, some timeless, and some brand-new – but always original.



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