

# Travel Information Counselor

**Dept: Tourism**

**FLSA Status: Non-Exempt**

## **General Definition of Work**

Travel Information Counselors are frequently the first point of contact for travelers coming into the County and State and are responsible for providing accurate information and guidance. Information must be presented in a favorable light to promote tourism both locally and statewide. Travel Information Counselors are exposed to the general public on a constant basis, which may at times present difficult or dangerous situations with the work location being relatively isolated. Must be able to assist travelers as the first priority and also prepare reports, compose narratives about familiarization tours, maintain files, and unpack brochures. Performs administrative work keeping records, reports and files, troubleshooting office equipment, and related work as apparent or assigned. Work is performed under the moderate supervision of the Visitor Center Manager and any applicable Authority officials.

## **Qualification Requirements**

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

## **Essential Functions**

- Serve as host for the traveling public by greeting walk-in visitors, assisting with overnight reservations, answering questions concerning the state's tourist facilities, attractions, history, government, current events, and highway routing; and assisting in emergencies
- Answer telephone and provide information, answer questions concerning the state's tourist facilities, attractions, history, government, current events, and highway routing taking messages as appropriate or routing calls to the appropriate personnel
- Respond to email/web inquiries as appropriate
- Assists with brochures, maps, bulletins, fliers, and other publication inventories containing information of possible interest to the state's visitors reporting needs to the Visitor Center Manger
- Participates in familiarization tours and writing reports of findings
- Make occasional speeches and presentations to schools or civic groups
- Compile and maintain visitor information packets as directed
- Receives, sorts, processes and distributes incoming and outgoing mail as directed
- Assist with the preparation of monthly reports as directed
- Make copies, research questions, and complete administrative assignments as appropriate
- File and retrieve materials based on general instructions
- Scans documents and files

- Conducts data entry
- Abides by, enforces, and participates in the implementation and ongoing oversight of Randolph County Tourism Development Authority safety standards and regulations.

### **Knowledge, Skills, and Abilities**

General knowledge of the principles and practices of basic public relations and customer service and promotional and publicity media suitable for use in the development of the tourism industry; ability to learn general tourism information including attractions, events, accommodations, recreational, historical, and geographic features of the County and State; ability to read road maps, communicate effectively, and deal tactfully and cordially with all types of people; ability to make group presentations; basic knowledge of standard office practices, procedures, equipment, and office assistance techniques; basic knowledge of business English, spelling, and arithmetic; basic skill operating standard office equipment and applicable hardware and software; some skill preparing and reviewing documents; ability to read and understand basic Visitor Center programs and policies of limited scope and difficulty; ability to use computer equipment and perform basic word processing and/or simple data entry; ability to make use of multi-line telephone system; ability to establish and maintain effective working relationships with government officials, associates, visitors, industry partners and stakeholders, and the general public.

### **Education and Experience**

High school diploma or GED with one to three years of progressively responsible work experience in sales, public relations, or other work involving public contact, or equivalent combination of education and experience.

### **Physical Requirements**

This work requires the routine exertion of up to 50 pounds of force; work frequently requires sitting and standing, speaking or hearing, using hands to finger, handle, or feel and repetitive motions, walking, stooping, kneeling, crouching, or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work analyzing written or computer data, operating machines, and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a moderately noisy location, i.e. business office, heavy traffic.

### **Special Requirements**

Valid North Carolina Driver's License within 60 days of employment

### **Competencies**

### **Business Ethics:**

Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational value.

**Communications:**

Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

**Customer Service:**

Displays courtesy and sensitivity; manages difficult or emotional customer situations; meets commitments; responds promptly to customer needs; solicits customer feedback to improve service.

**Dependability:**

Responds to requests for service and assistance; follows instructions; responds to management direction; takes responsibility for own actions; commits to doing the best job possible; keeps commitments; meets attendance and punctuality guidelines.

**Initiative:**

Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for help when needed.

**Job Knowledge:**

Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively

**Quality:**

Demonstrates accuracy and thoroughness; displays commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

**Relationship Building:**

Builds rapport up, down, and across the Authority; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; develops network of professional contacts; displays empathy and tolerates diverse viewpoints.

*This Position Title and Description was approved by the Randolph County Tourism Development Authority Board of Directors on the 16 day of May, 2012.*



*Hal Johnson, Chairperson of the Authority*

*Vicki Bloxham*

*Vicki Bloxham, Clerk to the Board*