

**ORANGE COUNTY
BOARD OF COMMISSIONERS**

ACTION AGENDA ITEM ABSTRACT

Meeting Date: December 7, 2009

Action Agenda

Item No. 4-h

SUBJECT: Visitors Bureau Tourism Sales Coordinator Position Classification Title Change

DEPARTMENT: Human Resources

PUBLIC HEARING: (Y/N)

No

ATTACHMENT(S):

Tourism Sales Coordinator Job
Description

INFORMATION CONTACT:

Laurie Paolicelli, Visitors Bureau
Director, 968-2064
Michael McGinnis, Human Resources
Director, 245-2552

PURPOSE: To approve the classification title change from Publications Coordinator to Tourism Sales Coordinator.

BACKGROUND: Section 5.1 of Article VI of the Orange County Personnel Ordinance provides that the Board of County Commissioners adopts the position classification plan and approves any amendments to:

- Add or delete a class;
- Change the title of an existing class;
- Revise the salary grade of an established class.

Change Title of an Existing Class

In July 2009 the Publication Coordinator at the Visitors Bureau retired under the County's retirement incentive program and created a vacancy in the position. At that time, Visitors Bureau staff began working with the Human Resources Department to review the position responsibilities to better align them with the current needs of the Bureau. Based on this review, the Bureau is now recommending a transition from the role of Publications Coordinator to one more closely related to a sales coordinator. Current staff and the Jennings advertising agency (currently under contract with the Bureau) are skilled in publication development and creative development.

The transition to a Tourism Sales Coordinator is further warranted because the Bureau has not added to its sales force since its inception in 1992. Currently the staff maintains one full time position focused on selling conferences, tour groups and events to the County's hotel and related facilities. Since 1992, the number and variety of hotel rooms, meeting and banquet spaces in Orange County has grown 70%. The competition for the tourism dollar from surrounding counties and regions has also grown considerably as new development opens. As a result, the advisory board for the Visitors Bureau and the Orange County lodging industry recommends a Tourism Sales Coordinator position be added to the Bureau's staff in place of a Publications Coordinator.

Staff has worked with Human Resources and developed a new job description with the corresponding classification title. The responsibilities of this position will include soliciting groups and working on data and software programs that are now used by event and conference decision makers.

FINANCIAL IMPACT: The proposed new position of Tourism Sales Coordinator is the same classification as the Publication Coordinator and there will not be any additional cost associated with changing the title of a County classification

RECOMMENDATION(S): The Manager recommends the Board approve the classification title change from Publications Coordinator to Tourism Sales Coordinator.

**CLASS CODE: 1423
FLSA: NON-EXEMPT**

**ORANGE COUNTY, NORTH CAROLINA
JOB DESCRIPTION**

**CLASS TITLE: TOURISM SALES COORDINATOR
CHAPEL HILL/ORANGE COUNTY VISITOR'S BUREAU**

GENERAL STATEMENT OF JOB

Under general supervision, builds sales for Chapel Hill/Orange County hospitality industry, including developing proposals, presentations, working on familiarization tours, site visits, and developing sales strategies for regional market base. Handles prospecting and telemarketing activities on accounts, tracks leads, and makes follow-up calls. Reports to the Visitor's Bureau Director.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Prepare lead recaps, lead updates and other reports demonstrating the sales, marketing, communication and booking performance

Maintain a presence with on-line social networks to further CVB's sales

Maintain trade show and sales tool matrices

Coordinate arrangements for sales promotions

Update client contact information in the database

Manage sales accounts for selected markets

Manage the Visitors Bureau's on-line data bases and sales prospecting systems. The aim is to maximize opportunities to enhance business strategies using online-based technologies

Maintain software systems that hold data and potential leads ensuring information is up to date.

Works with various software systems to track meetings business and report on outcomes.

Position Serves as the primary point of contact and evangelizes, promotes and drives online and social media efforts designed to generate online conversation about the destination

ADDITIONAL JOB FUNCTIONS

Performs general administrative/office duties as required, including retrieving computer data,

Accurately update and distribute sales reports in order to effectively communicate with internal and external customers – leads recaps, weekly DOS update, Performance Indicators

Manage, coordinate and process arrangements for tradeshow and sales promotions

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MINIMUM TRAINING AND EXPERIENCE

Requires a combination of education and experience comparable to a high school diploma and three to five years of experience in sales and marketing, telemarketing or related field. Possession of or ability to readily obtain a valid driver's license issued by the State of North Carolina for the type of vehicle or equipment operated.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of maintenance tools and equipment. Must be physically able to exert up to fifty pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects. Position involves walking, reaching, bending, crouching, reclining, stooping, and balancing and is excess of sedentary work.

Data Conception: Requires the ability to compare and/or judge the readily observable functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communications: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving assignments and/or directions to co-workers and volunteers and receiving assignments and/or direction from supervisor.

Language Ability: Requires ability to read a variety of policy and procedure manuals, copy, stories, etc. Requires the ability to prepare reports, records, correspondence, schedules, publicity materials, etc., with proper format, punctuation, spelling, and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control and confidence.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to deal with several abstract and concrete variables. Requires the ability to learn and understand relatively complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow and give verbal and written instructions. Must be able to communicate effectively and efficiently with persons of various ages, educational and cultural backgrounds and in a variety of technical and/or professional languages.

Numerical Aptitude: Requires the ability to add and subtract totals, to multiply and divide, to determine percentages and decimals and to determine time. Must be able to use practical applications of fractions, percentages, ratio and proportion.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes using office and

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specialized machinery; and to operate motor vehicles.

Manual Dexterity: Requires the ability to handle a variety of items, keyboards, office equipment, control knobs, buttons, switches, catches, tools, etc. Must have moderate levels of eye/hand/foot coordination.

Color Discrimination and Visual Acuity: Requires the ability to differentiate colors and shades of color; requires the visual acuity to determine depth perception, peripheral vision, inspection for small parts; preparing and analyzing written or computer data, etc.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress when confronted with emergency situations or tight deadlines. The worker may be subject to danger or risk to a slight degree.

Physical Communications: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

PERFORMANCE INDICATORS

Knowledge of Job: Has thorough knowledge of the methods, procedures, and policies of the Visitors Bureau as they pertain to the performance of duties of the sales coordinator. Has knowledge of the functions and interrelationships of the County and other governmental agencies. Has knowledge of the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Has knowledge of travel and tourism industry and the principles and practices of convention and visitor bureaus. Has knowledge of English grammar, usage, style, spelling, and punctuation. Has knowledge of Internet and World Wide Web protocols and practices. Has knowledge of computer software packages, including word-processing, spreadsheet, database management, graphics presentation, and other specialized programs. Has knowledge of the practices, procedures, rules, and regulations of the department. Has knowledge of the activities related to sales and data base management. Is able to make sound, educated decisions. Has considerable knowledge of all coordination aspects of programs such as organizing schedules, and ensuring smooth flow of all operations. Is able to use independent judgment in routine and non-routine situations, which occur. Is able to compile, organize, prepare, and maintain an assortment of records, reports, and related information. Is able to comprehend, interpret, and apply regulations, procedures and operations. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to plan, organize, and prioritize daily assignments and work activities. Is able to learn and utilize new skills and information to improve job performance and efficiency. Is able to read and interpret complex materials pertaining to the responsibilities of the job. Is able to prepare required reports with accuracy and in a timely manner. Has comprehensive knowledge of the terminology used within the department. Is able to learn and apply new skills needed in order to promote efficient completion of duties. Is able to complete mathematical calculations as needed. Has good administrative and organizational skill. Has knowledge of modern office practices and technology. Has knowledge of and skill in the use of computers for word processing and records management. Has knowledge of how to react calmly and quickly in emergency situations. Has knowledge of how to maintain effective relationships with personnel of other departments, professionals and members of the public through contact and cooperation.

Quality of Work: Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of

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responsibility. Maintains high quality communication and interaction with internal and external entities with whom the position interacts.

Quantity of Work: Maintains effective and efficient output of all duties and responsibilities as described under "Specific Duties and Responsibilities."

Dependability: Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with directives, policy, standards and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides adequate notice to higher management with respect to vacation time and leave requests.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates proper and acceptable action for the completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice where appropriate and researches issues, situations and alternatives before exercising judgment.

Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with established policies or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation intra- and inter-departmentally.

Relationships with Others: Shares knowledge with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of work elements and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

Safety and Housekeeping: Adheres to all established safety and housekeeping standards. Ensures such standards are not violated.

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DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.