



JOB DESCRIPTION: Customer Service Specialist, Visitors Bureau
Salary Range: \$20,000 - \$30,000 + benefits
Office Hours: 9-5pm Monday – Friday

The purpose of the Customer Service Specialist position is to provide front-line customer service. This position shall assist and report to the Visitors Bureau Executive Director.

To that end, responsibilities include:

1. Provide primary phone coverage.
2. Meet the needs of walk-in customers by providing information and answering questions.
3. Reply to all visitor email inquiries and inquiries via the 'Contact Us' form on the CVB's website in a timely manner.
4. Perform daily data entry of inquiries for travel information.
5. Send out first class mailings for direct visitor guide request and other visitor information requests.
6. Assemble bulk mailing of travel information and promotions.
7. Maintain and update the calendar of events for the Grand Haven area on the CVB's website, Michigan.org, and any other relevant regional tourism related websites.
8. Maintain and update the business and attraction listings on the CVB's website.
9. Maintain a Vacancy Report for assessment paying properties during the months of May through September.
10. Assist with the update and proofing of the annual Grand Haven Area Visitors Guide.
11. Distribute visitor's guides and promotional material to assessment paying properties, local businesses, and organizations.
12. Maintain an inventory and shipping list of visitor's guides, brochures and publications.
13. Assist in maintaining the lobby brochure racks with literature. Reorder literature as necessary. Maintain the neat, cleanly appearance of the lobby.

14. Provide webpage administrative assistance.
15. Assist in planning for annual meetings, board meetings, special events and fundraisers.
16. Assist the Director of Marketing & Communications on various projects as requested.
17. Assist the Visitors Bureau Executive Director on various projects as requested.
18. Assist the Visitors Bureau Executive Director with Salmon Festival planning.
19. Other duties as assigned by the Visitors Bureau Executive Director.

Knowledge and Skill Requirements:

1. Phone skills and phone etiquette
2. Computer skills (e.g. database, word processing, desktop publishing, internet, etc.)
3. Communication skills
4. Project management skills
5. Analytical and problem-solving skills
6. Ability to organize and maintain filing systems
7. Ability to develop and maintain business relationships
8. Ability to work with high levels of speed and accuracy
9. Ability to use modern office equipment
10. Knowledge of literature available
11. Knowledge of local, state, and federal resources
12. Knowledge of area events
13. Knowledge of area accommodations and other tourism related businesses (e.g. hotels, motels, B&B's, restaurants, etc.)
14. Knowledge of Visitors Bureau services