# Visitor/Digital Services Coordinator

Visit Berkeley

Berkeley, California

**Job Description**

Visit Berkeley is the Destination Marketing Organization representing the City of Berkeley. Our mission is to market and promote Berkeley as a desirable tourist and group destination. We develop advertising and marketing campaigns to attract overnight stays at local hotels and create local promotions to increase visitor spending at restaurants, retailers and arts & cultural venues. We also market to domestic Meeting Planners to educate them on the variety of hotels and venues available for conferences & events and to highlight the attributes of having a meeting in Berkeley.

# DUTIES & RESPONSIBILITIES (include but are not limited to the following):

* Be proficient and knowledgeable of the City of Berkeley and surroundings in order to direct visitors to all areas of Berkeley, by all modes of transportation.
* Keep abreast of new visitor related businesses and share with staff.
* Be knowledgeable of the benefits and services of Visit Berkeley.
* Greet and assist visitors as they arrive in the Visitor Information Center.
* Maintain a pleasant appearance and be proficient in meeting and greeting people effectively
* Answer telephone and route calls to appropriate staff.
* Be responsible for handling visitor information requests, whether in person, telephone or by email.
* Become efficient in the iDSS member database.
* Responsible for maintaining the robust event calendar on VB website with tourism related festivals, events, performing & cultural arts.
* Become efficient with the IKE Kiosk program. Updating information and promotions. Develop and maintain relationships with Business Improvement Districts and City contact.

Additionally, serve as support staff to Communications Director, Marketing Partner Development Manager and CEO as needed. This is a full-time, salaried position that may require some evenings or weekend functions.

# QUALIFICATIONS:

* Excellent verbal and written communication skills
* Experience in working with public, both in person and on telephone.
* Energetic self-starter with great interpersonal and collaborative teamwork skills
* Positive attitude, self-directed, able to see and understand the tourism industry and VB mission.
* Expertise with social media platforms
* Ability to multi-task between digital and office responsibilities
* Be focused on completion of day-to-day details. Have natural ability to relate positively with coworkers, visitors, and VB partners.
* Strong organizational skills
* Expertise with MAC computers, MS Office, and database management.

Requires Ability to:

* Communicate clearly and concisely both verbally and in writing
* Work independently in the absence of supervision
* Compile and maintain information, prepare reports accurately
* Analyze situations/priorities carefully and adopt appropriate and effective courses of action
* Ability to accept criticism and work calmly and effectively in occasional stressful situation
* Stand and walk for extended periods, up to four hours at a time, make frequent repetitive hand movements associated with computer use, occasionally lift objects of 25 to 50 pounds.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them. Please note that VB reserves the right to modify this description as necessary. VB is an equal opportunity employer.

# WORKING CONDITIONS

This position requires the ability to perform those activities to complete the essential functions of the job, either with or without reasonable accommodation. The position requires continuous and/or frequent talking, repetitive motions of hand/wrists, hearing, and handling. Mental activities required by the employee in this position include decision making, interpersonal skills, teamwork, creativity, customer service, use of discretion, problem analysis, negotiation, and the ability to perform math and to read, write, speak and understand English. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects up to 50 pounds.

Regular office hours are Monday - Friday, 9:00am-5:00pm

Visit Berkeley must follow Covid-19 instructions and mandates as directed by the City of Berkeley Public Health Officer and Alameda County Health Department.

Must provide proof of vaccinations.

# CLASSIFICATION AND COMPENSATION:

* Salary: $55,000, in equal semi-monthly installments, to be paid on the 15th and

last day of the month.

* Classification: Full-time, overtime exempt.
* Reports to Marketing Partner Services Manager and CEO
* Works from Visit Berkeley offices in Berkeley, California.

**EMPLOYMENT DATE:** To be determined

# BENEFITS

**Medical/Dental, Vacation & Sick Leave:** Upon completion of your probation period Employee will be entitled to standard benefit package, which includes:

* 1. **Medical.** Kaiser Foundation Medical Plan including Dental (100% paid for employee)
  2. **Vacation.** Upon completion of one full year of employment, employees will receive Year 2-5: 2 weeks (10 days)

Year 5-10: 3 weeks (15 days)

Year 10 -on: 4 weeks (20 days)

All vacation time must be taken during the calendar year and cannot be carried forward into the next year.

* 1. **Holidays**: Visit Berkeley employees will be entitled to those holidays recognized by the City of Berkeley. Currently there are 13 paid holidays. Company will notify employees on or about the beginning of each calendar year with respect to the holiday schedule for the coming year.
  2. **Sick Leave.** Employee shall be entitled to seven (7) days of paid sick leave during the calendar year. Sick leave must be used each calendar year. It cannot be carried forward and employees will not receive cash compensation for unused sick leave.