



JOB DESCRIPTION

POSITION:	Visitor Experience Coordinator	SUPERVISOR:	Operations Manager
FLSA STATUS:	FT Hourly, non-exempt		

This job description is intended to be a guide by which you and the leadership of Bellingham Whatcom County Tourism (“BWCT”) may measure your progress and ability to meet and exceed the duties as outlined in this job description.

The following should be considered an outline of your responsibilities and duties as an employee of BWCT, and not a detailed description of how all tasks should be completed.

POSITION SUMMARY

The Visitor Experience Coordinator provides front-line visitor support and assists with research, events, and marketing projects across the Destination Marketing Organization (DMO).

ESSENTIAL FUNCTIONS/AREAS OF RESPONSIBILITY

To perform this job successfully, an individual must be able to perform the following duties described in an efficient and competent manner.

- Consistently promote Bellingham and Whatcom County’s communities, attractions, events, recreation, and other tourism-related businesses and services.
- Coordinate and schedule volunteers at visitor information centers throughout Bellingham.
- Inventory and distribute travel related materials, including BWCT branded collateral to partners and visitor center locations.
- Assist with opening and closing of the Potter Street office location.
- Review and upload event calendar submissions and materials used in our marketing processes.
- Track and report on KPIs, create monthly reports, and support data driven decision-making.
- Support events, tourism partner communications, and community outreach efforts that enhance destination visibility and engage with the community.
- Maintain open communication and support with all other staff.
- Performs other duties as assigned.

ESSENTIAL QUALIFICATIONS

The requirements and conditions listed below are representative of the minimum levels of knowledge, skill, experience, and/or ability required. Some requirements may be modified to accommodate individuals with disabilities.

Education and/or Experience:

1. High School diploma or equivalent education preferred.
2. Strong written and verbal communication and excellent customer service skills are required.
3. Comfortable with Microsoft Office Suite (Excel, Word, PowerPoint), basic CRM use and knowledge of social media platforms (Facebook, Instagram, etc.).
4. Proficiency in English; additional language skills (e.g., Spanish, Mandarin) are a plus.

5. Enthusiastic, welcoming, proactive, team-oriented, and eager to promote tourism and hospitality in Whatcom County.

Requires Knowledge of:

1. The field of assignment sufficient to perform thoroughly and accurately the full scope of responsibility as illustrated by example in this job description.
2. Office, project and time management principles, procedures, functions and practices; recordkeeping; mathematics; English composition and grammar.
3. Social culture knowledge with natural ability to engage and communicate with others via email, phone and in-person.
4. Knowledge and familiarity with Bellingham and Whatcom County as a travel destination. Willingness to develop knowledge and familiarity of Destination Marketing industry.
5. Safety and security precautions, standards, policies and procedures.

Requires the Ability to:

1. Work in fast-paced, often-changing environment with grace.
2. Be self-motivated; able to work independently and cooperatively within teams toward individual and departmental KPIs.
3. Collaborate with other departments to manage organizational reputation/ brand identity, coordinate promotions, and increase brand recognition.
4. Use tact, discretion, respect, persuasion, diplomacy and courtesy to gain the cooperation of others and establish and maintain effective teams and working relationships and rapport with management, co-workers, employees, external stakeholders and diverse members of the public.
5. Listen attentively and communicate effectively, both orally and in writing, with individuals and groups in clear, concise language appropriate for the purpose and parties addressed, including preparing and making presentations and preparing reports, materials and correspondence.
6. Maintain current knowledge for assigned areas and seek out and adapt to new technologies.
7. Proficiently use collaborative technology systems, make work available and interactive to a team.

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

1. Follows safety policies, practices, and procedures.
2. Works at a computer. Sits or stands for long periods of time.
3. Distributing collateral to partners across Whatcom County will sometimes be required.
4. May occasionally lift, push, pull and/or carry items weighing up to 25 pounds.

BWCT values of Stewardship, Teamwork, Accountability, and Respect (or STAR) guide how we serve our community, collaborate with partners, and support one another as teammates. Employees of BWCT are expected to maintain a professional image and attitude consistent with our values, mission, and objectives. We seek candidates who not only bring strong skills and experience, but who also embody these STAR values in the way they work, communicate, and contribute to a positive organizational culture. Employment with BWCT will be in accordance with our "At-Will" policy. This means that just as you may leave your position with BWCT at any time, BWCT may terminate your employment at any time.

The statements contained herein reflect the general details necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas, to cover absences or relief, to equalize peak work periods, or otherwise to balance the workload. At its sole discretion, BWCT may consider combinations of education, experience, certifications, and training in lieu of specifically required qualifications contained herein.

BWCT's objective is to provide equal opportunity in all terms, conditions, and privileges of employment for qualified applicants and employees without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran.