

**Visit Sarasota County (VSC) Job Description**  
**Visitor Experiences Coordinator**  
**Date Prepared: February 2025**

**General Description**

This position is for a high-energy customer service ambassador to inform visitors and newcomers about Sarasota County offerings (attractions, accommodations, shopping districts, beaches, restaurants, venues, events, etc.). This position creates and implements strategies to strengthen all our Visitor Services outlets, as well as maintaining involvement from the local tourism industry and Visit Sarasota County partners through outreach, engagement, and follow-up. This position requires someone who is very knowledgeable about Sarasota County and comfortable engaging others in conversations. This position requires regular weekend availability. This is an at-will employment for a non-exempt position.

\*This position requires the operation of our Area Visitor Assistance (AVA), a small RV (a mobile visitor center), ensure it is stocked appropriately, and drive it to festivals, sporting events, and attractions all throughout Sarasota County to inform guests/attendees.

**Reporting and Working Relationship**

This position reports to the Director of Community Relations & Partnership. This position may oversee a part-time direct report, in time and with a proven record of strong performance.

**Qualifications**

- Great knowledge of Sarasota County's amenities and general area information.
- Must have previous personnel training and customer service/care background.
- Must be knowledgeable about and able to operate (drive) an RV.
- Requires computer skills specific to internet searching & GPS/mapping/directions.
- Strong computer skills required – specific to internet searching, web updates, front page, excel and outlook.
- Strong verbal and “people” skills.
- Ability to communicate well with the public.
- Must be able to lift material/boxes up to 40 Lbs. Must be able to bend, twist, climb, lift, etc.
- Must be available to work on weekends and evenings.
- Positive, professional, “can do” attitude towards your work and colleagues. Project that attitude with non-VSC personnel as well.

**Primary Duties and Responsibilities**

**Visitor Services & Experiences**

- Create, develop, and implement quality services and educational programs to keep staff and volunteers informed of happenings around Sarasota County and with industry partners.
- Ideate on new experiences that may enrich visitor centers. Work with part-time staff to help plan activations and events that bring further visibility to the visitor centers.
- Assist part-time staff in recruiting volunteers and providing value for existing volunteers.
- Manage and run front desk training and customer service/care programs.
- Ensure the proper distribution of specific “welcome” collateral for incoming groups to the destination, in collaboration with Visitor Centers Coordinator (Part-Time).
- Oversee the visitor information/visitor fulfillment via telephone, online, and via mail.
- Oversee all fulfillment of consumer information whether in-house or through a vendor.
- Maintain organization and inventory of all collateral and merchandise that is distributed through the visitor outlet(s). Collaborate with Marketing and Partnership & Community Relations teams to explore new ideas for promo items.

- Establish a newsletter and/or other communications vehicles for all volunteers and visitor services staff to keep all outlets and volunteers up-to-date.

### **Community Outreach**

- Actively promote Sarasota County at different venues and events throughout the area (from North Port-Englewood to SRQ/UTC area. This includes standing up, talking, and actively distributing brochures/maps, and promoting partners (tourism industry members).
- Own the Area Visitor Assistant (AVA) schedule, with assistance from the Visitor Centers Coordinator (Part-Time).
- Provide accurate and concise guidance to help visitors explore Sarasota County.
- Replenish brochures/maps in the AVA from inventory at the visitor center.
- Accurately tracking monthly visitor statistics and other services provided for reports created by Director of Community Relations & Partnership. Will have weekly meetings with the Director to discuss future events.
- Actively look for events and reach out to event organizers to allow the AVA to participate.
- Inform and order/purchase the Director of any AVA needs, including gas, AVA maintenance (washing & cleaning), and handle/purchase these appropriately by taking it to the dealership, gas station, etc. Provide the Director with necessary quotes, paperwork, and receipts where required.
- Participate in all customer service and training programs.

### **Partnership & Industry Relations**

- Assist in prospecting local businesses for partnership program, across geographies and industries, through digital and in-person outreach.
- Steward a prospect tracker in collaboration with the Community Relations & Partnership team. Maintain prospect accounts and work with Data/CRM coordinator to maintain current partner databases in CRM system.
- Coordinate with the Visitor Services Coordinator (Part-Time) to ensure that volunteers are knowledgeable about partners and their businesses.
- Collaborate with the Community Relations & Partnership team on implementing strategies and tactics for prioritizing partners in community outreach efforts, including at the visitor centers and with AVA.
- Attend partner events – coffees, after-hours, and signature gatherings – as available, and help Visitor Services Coordinator (Part-Time) encourage part-time staff and volunteers to do so as well.

### **Crisis Communication**

- Assist in closing and reopening visitor centers when safe to do so following a crisis. Work with Director of Community Relations & Partnership on emergency preparedness messaging for part-time staff, volunteers, partners, visitors, and residents.
- Work closely with the Community Relations & Partnership team to ensure AVA's gas tank is full and secured properly in a safe location.
- Refer to VSC Crisis Management Manual for processes and procedures.

*\*Any VSC staff allowed to drive the Area Visitor Assistance must be willing to sign a Motor Vehicle Record (MVR) disclosure release allowing the VSC to verify and monitor driving record.*

### **Team Values (As created by the VSC team in Spring 2024)**

VSC models our values as a team, and in our service to our community partners and the guests that we welcome to Sarasota County.

- **Kinship** – We lead with kindness – cultivating a community in which you feel welcomed, connected, and included. Kindness first.
- **Credibility** – We earn trust through collaborative, quality acts of service and transparent, honest, consistent communication. Sunshine promised, sunshine delivered.

- **Respect** – We honor your time and your perspective – fostering an inclusive and harmonious environment for visitors and community members. Inside-out courtesy, outside-in charm!
- **Fun** – We intentionally choose joy – creating celebratory atmospheres for our partners, visitors, and ourselves. We make it a good day on purpose.