

TOWN OF JONESBOROUGH
VISITORS CENTER MANAGER

GENERAL DESCRIPTION:

Initiates and follows through in the planning, organization and implementation of Visitors Center, Old Town Emporium Gift Shop items and tourism-related activities and programs for the Historic Jonesborough Visitors Center and Department of Tourism. Oversees the Visitors Center staff and the day-to-day operation of the center. Works under the direct supervision of the Director of Tourism.

ESSENTIAL FUNCTIONS OF JOB:

- Provides necessary supervision and support to ensure that the multi-purpose facility is run efficiently and cost effectively; that the community takes full advantage of the center, that the Town of Jonesborough is promoted as a tourist attraction; and that visitors and residents utilize the services at the center;
- Assist in setting up a promotional program, including social media pages, for our rental facilities, informing potential clients of the multi-purpose facilities and services available, and of the financial and other requirements necessary for obtaining these facilities and services;
- Helps to develop an annual budget; keeps track of budgeted expenditures and maintains a sound financial management program and record keeping system for the center and the Department of Tourism;
- Oversees daily operations for the physical assets and facilities of the center;
- Develops comprehensive training guides/manuals for employees;
- Responsible for training or oversees training of the hostess staff on proper, efficient and safe use of all center equipment, cash register, computer, etc.
- Conducts regular staff/Visitors Center meetings;
- Oversees all financial records, reports and deposits while keeping track of all revenue on a daily, monthly, yearly basis;
- Assists with tourism related activities and events in town;
- Supervises a system of keeping track of visitation number and statistics;
- Responsibility for the rental of two rooms within the Visitors Center;

- Supervises the completion and negotiation of contracts and invoices with users of the Visitors Center, as well as determining the sponsor needs for each event including a/v equipment, tables, chairs, etc.;
- Maintains an accounts receivable file for Visitors Center rental payments;
- Responsible for scheduling of all hosts at the Visitors Center for all rentals, special events, classes, exhibits, etc.;
- Supervises the sales operations, including decisions on items to sell (with approval from the Director of Tourism & Main Street Director, pricing, product development and promotion for all items within the Old Town Emporium;
- Oversees programming and maintenance of the gift shop register and computer; including keeping control of inventory;
- Helps to schedule and prepare set-ups for various center and rental activities;
- Oversees any arrangement of rotating exhibits or temporary consignment vendors in the Old Town Emporium;
- Assists in planning town-related events and center activities; such as: Jonesborough Days, Santa's Christmas Village, Made Around Here Market, Celebration of Trees, the Garden Gala, Donald Davis Storytelling Concerts and any other events involving the Visitors Center;
- Supervises activities related to providing quick and accurate responses to requests for information received at the center;
- Works with the Heritage Alliance in overseeing the daily operation and maintenance of the museum's physical assets and admission in to the museum;
- Participates in media interviews regarding center activities;
- Assists and oversees social media pages for the Visitors Center and Old Town Emporium on Facebook, Instagram and Pinterest;
- Performs related tasks as required.

Required Knowledge, Skills and Abilities:

Strong knowledge of computers and specific software/media packages necessary for the job and the ability to share knowledge or train fellow staff members. Ability to provide proper supervision to the Visitors Center Hostess Staff; Ability to establish and maintain an effective working relationship with the general public, town departments and fellow employees; General public relation skills; Strong knowledge of organization and ability to multi-task; Self-motivated

individual; Effective oral and written communication skills; General marketing and promotional skills; Ability to operate sound, lighting, audiovisual, photographic and office equipment. Sensitivity to the historical nature of Jonesborough and the importance of history to the growth and development of Jonesborough. Ability to work weekend and evenings if necessary. Must possess valid Tennessee Drivers License.

Acceptable Experience and Training:

Must possess a high school diploma or GED; graduation from an accredited college or university with a degree in communications, public or community relations work; recreation administration, marketing or related field with an equivalent combination of five years minimum experience preferred, or any equivalent combination of experience and training with provides the required knowledge, skills and abilities.

Other Requisites:

From time to time the incumbent may be assigned special duties by a superior or, on a temporary basis, may be asked to assist other employees occupying a different position. Employees in this class may be required to work overtime, weekends, holidays and may be in an on-call status from time to time. This job description should not be construed as an all-inclusive statement of every task required of this position, but as a fair representation of the great majority of the work. Every effort will be made in advance to inform the incumbent of the temporary additional assignments, which under no circumstances are intended to constitute a demotion.