



## **JOB DESCRIPTION**

**JOB TITLE:** Destination Experience Assistant Manager  
**DEPARTMENT:** Destination Experience  
**REPORTS TO:** Senior Destination Experience Manager  
**CLASSIFICATION:** Full-time, Exempt

**SUMMARY:** The Assistant Destination Experience Manager is responsible for supporting the needs of all visitors to Jacksonville, including groups, conventions, events, and individual visitors. This position works directly with the Convention Sales team to service the groups that they book in our City as well as staff our 4 Visitor Center locations and Mobile Visitor Center, online Chat feature and at other tourism events to provide referrals and information to visitors. This position is a key component of making sure our customers (visitors) are equipped with all the information they need to have a great visit in Jacksonville.

### **DUTIES & RESPONSIBILITIES:**

- Provides referral information pertaining to the following: restaurants, attractions, parks, event venues, event production companies and other tourism and group related businesses in the City of Jacksonville.
- Assists in building and maintaining partner relationships to keep current with Visit Jacksonville partners and the services provided to both individuals and the convention industry.
- Serves as a liaison to hotels to track and maintain pick-up reports post event or conference conclusion.
- Prints and distributes Visit Jacksonville and partner collateral to support planners and attendees.
- Updates and maintains business information in central database to ensure accurate information is available on the Visit Jacksonville website for all tourism-related businesses.
- Determines servicing and support requirements of each organization with its respective meeting planner.
- Documents service and all tourism-related interactions and activity in central database.
- Responds to inquiries through online chat feature of website to provide immediate assistance to those looking for referrals and information on Jacksonville.
- Issues leads/referrals to partners to secure goods and services for meeting planners.
- Assists with coordination and onboarding of businesses to the Visit Jacksonville Attendee Passport, our discount platform for visitors and group attendees.
- Fulfills and tracks all submissions for Jax Ale Trail, Coffee & Donuts Trail, Mayport Shrimp Trail and Museum Passport.
- Assists with the design, creation and maintenance of microsites, welcome signage, and other concessions awarded to groups.
- Welcomes groups on-site including staffing of welcome tables and prepare welcome amenities and kits.
- Assists with the design and research for meeting planner toolkits and itinerary building.
- Maintains inventory and stock of Destination Experience Team's amenities and brochures in centers and storage locations.
- Supports planner efforts to build attendance for conventions and events through social media and promotions to prior year conferences.
- Participates in partner events and site visits to ensure knowledgeable on industry resources.
- Helps keep Visitor Center assets up-to-date, current, and stocked.
- Solicits and coordinates vendor participation in monthly Downtown Artwalk.

**REQUIREMENTS:**

- Four-year degree from an accredited academic institution, preferably in event management or another tourism-related field. Equivalent work experience in hospitality or tourism will be considered in place of degree.
- Knowledgeable on restaurants, attractions, parks, and other tourism-driven opportunities in the City of Jacksonville to provide referrals on what to do while visiting.
- Knowledgeable on event management and planning components to assist in servicing groups and conferences.
- Strong oral and written communication skills.
- Strong customer service skills.
- Detail-oriented and organized.
- Ability to work nights and weekends to staff centers, service groups and events.
- Aptitude for time management and ability to multi-task.
- Enthusiasm to perform the job with courtesy, efficiency, and creativity.
- Working knowledge of computer applications- Microsoft Office products, Adobe/Canva and database management programs.
- Reliable transportation with ability to transport materials to each visitor center and various locations for welcome tables as needed.