

OCTOBER 12, 2018

**Visit Bemidji**

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## EMPLOYMENT *Opportunity*

### Destination Services Specialist

*Full Time Position*

**The Destination Services Specialist** is to provide support services for Visit Bemidji's communications, in both print and electronic, for marketing, sales and media. The specialist will be responsible for organizing, coordinating and executing a wide range of programs and services, in a collaborative environment. The primary goal of this position is to provide excellent customer service to individuals and groups, encouraging and increasing tourism in Bemidji.

#### ESSENTIAL JOB ACTIVITIES

- Maintain a thorough working knowledge of the Bemidji area's tourism assets including all hotels, attractions, conference and sport facilities, as well as visitor services
- Field general Visit Bemidji telephone calls and email inquiries
- Enter inquiries /leads into MS Access database, responding to information requests
- Maintain customer relationship management system (IDSS) client database
- Manage website content maintenance including calendar planning
- Coordinate calendar, events and opportunities with social media vendor
- Coordinate with Chamber of Commerce staff specifically on area activities and events
- Coordinate with Explore Minnesota on opportunities to promote area activities and events
- Plan, write and design e-mail marketing campaigns
- Create and expedite press releases, as well as respond to media and industry inquiries
- Manage photo and video asset library
- Assist with meeting, convention, sports and group tour sales efforts by working with the Sales Director to coordinate lodging details, determine support service needs, customize collateral materials, create itineraries, etc.
- Organize and assist with familiarization tours for media/ travel writer, as well as potential groups
- Assist in the creation and development of marketing initiatives
- Shoulder with executive director for development of annual planning and budgeting
- Collate and submit Visit Bemidji Board Meeting information, as well as perform as recording secretary
- Create and coordinate presentation materials including power points
- Attend local and statewide industry meetings, trade shows, etc.
- Maintain excellent communication and customer service skills, internally and externally
- Perform other duties/projects as needed/assigned



## POSITION REQUIREMENTS & QUALIFICATIONS

### *Education/Experience*

- A Bachelor's degree in a related field or equivalent experience and training preferred.
- Proven successful track record of employment.
- Hotel, hospitality or CVB/tourism sales experience a definite plus!

### *Knowledge, Skills and Abilities*

- Strong ability to organize, plan and prioritize multiple projects simultaneously
- Self-starter individual with ability to work independently and collectively within a team environment
- Proficient computer skills and experience in MS Office Products
- Excellent networking skills
- Strong written and verbal communication
- Attention to detail
- Ability to work in a dynamic, fast-paced and deadline-oriented environment

## WORKING CONDITIONS & PHYSICAL DEMANDS

- Position requires the ability to travel, attend trade shows, and attendance at local and out-of-town social functions required for networking, etc. Overnight stays may be required.
- Evening and weekend hours/work required at times over and above the traditional office requirements.
- Ability to maneuver up to 50 pounds of promotional material and/or equipment.
- Must have valid driver's license and agree to use of personal vehicle.

## COMPENSATION

- Competitive compensation plus 401K employer match.

## TO APPLY

- Submit cover letter and resume to [job@visitbemidji.com](mailto:job@visitbemidji.com)  
Or **mail** materials to Visit Bemidji • PO Box 66, Bemidji MN 56619 by or before 11.16.18.
- Should your materials meet our criteria, you will be contacted directly.
- No phone calls, please.

**About Visit Bemidji** We are a non-profit Destination Marketing Organization (DMO). The mission of our organization is to strengthen the region's economy through the promotion of travel and tourism. For more information, visit our website [www.visitbemidji.com](http://www.visitbemidji.com)