



Employer: Fayetteville Advertising and Promotion Commission

Unit: Experience Fayetteville

Title: Operations Manager

Reports to: Executive Director

Position Type: Full-time, Exempt

Salary Range: 30K-40K; commensurate with experience

Qualified applicants should submit a resume and cover letter to Molly Rawn, Executive Director at mrrawn@experiencefayetteville.com

Job Summary:

The Advertising and Promotion Commission is the over-arching organization that manages Experience Fayetteville, Fayetteville Town Center, Clinton House Museum, and the historic Walker Stone House.

The Operations Manager is based out of Experience Fayetteville and reports to the Executive Director of the Fayetteville Advertising and Promotion Commission. This position is responsible for managing all aspects of Experience Fayetteville's Visitors Center.

Essential Duties and Responsibilities:

- Share information regarding local and regional attractions and services available in the area to visitors; act as a liaison between these entities and the visitor.
- Serve as the first point of contact for visitors to the Visitors Center; greet guests, receive and transfer telephone calls.
- Develop and implement a plan to capture and record visitor attendance data.
- Set up and maintain records in the database; run and interpret reports.
- Maintain an adequate inventory of both internal and external printed materials in the database; develop a process for replenishment.
- Track and fulfill information and visitors guide requests originating from multiple sources utilizing a CRM.
- Manage the schedule for banner sales to local organizations, including invoicing and receiving payments.
- Collaborate with the Director of Marketing to order merchandise for retail sale.
- Train, supervise, and schedule part-time Visitors Center staff.
- In collaboration with the marketing team, help implement creative strategies and programs to engage target audiences in the Visitors Center.
- Assist the Experience Fayetteville staff with production of ongoing outreach and community events such as First Thursday, Lights of the Ozarks, and Trick or Treat on the Square

Minimum Qualifications:

- Well versed in Microsoft Office applications
- Experience working in a cloud-based CRM software; comfortable working in a shared database
- Familiarity with Fayetteville, Arkansas and the surrounding area
- Willingness to work evenings and weekends as needed
- Ability to be professional, courteous, and friendly with all visitors

Preferred Qualifications:

- Bachelor's degree
- 2-years' experience working in the tourism/hospitality industry
- Experience with point of sale software; QuickBooks POS or Square is preferred

Physical Demands and Work Environment:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee must frequently see, talk, and hear. This position requires frequent use of a telephone and computer. Visual acuity to work on a computer screen and view written materials is required for this job. Work environment is an office environment and in a frequently crowded, occasionally noisy visitors center.