

CITY OF GRAND JUNCTION JOB ANALYSIS QUESTIONNAIRE

I. EMPLOYEE BACKGROUND: In this section you will provide information regarding your name, current job title, your immediate supervisor, etc. This will help us make sure we refer to the correct job throughout the study.

Is this a group questionnaire? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If yes, please list all employee names.
Division:	Department:

For Individual Questionnaires Only:

Employee Name:	Graves <small>(Last)</small>	Kerry <small>(First)</small>	 <small>(Middle Initial)</small>
Current Classification Title:	Administrative and Visitor Center Coordinator		
Division	N/A	Department	Visit Grand Junction
Total Length of Time with organization	5 Years 6 months		
Total Length of Time in Current Position	1 Years 9 months		
Assigned Hours/Week;; from	8 AM t o 5 PM	Assigned Days/Week	M - F / 5 days/week, On-call weekends
Email:	kerryg@gjcity.org	Work Phone:	970-256-4054
<u>Immediate Supervisor:</u>		<u>Immediate supervisor reports to:</u>	
Name:	Elizabeth Fogarty	Name:	Greg Caton
Title:	Director	Title:	City Manager
Work Phone	970-256-4052	Work Phone:	970-256-1502
E-mail:	elizabethf@gjcity.org	E-mail:	gregc@gjcity.org

II. POSITION INFORMATION

1. POSITION SUMMARY: This section asks for a short paragraph, one to three sentences, regarding the purpose of your position and/or your primary responsibilities. This summary helps us to quickly understand the essence of your job. Usually it is better to write this after you have completed the remainder of the questionnaire. Briefly describe what you consider to be the major purpose or objective of the job. Simply stated, what are you attempting to accomplish in your position?

Example: Computer Support Technician

Summary: To operate, maintain and repair computer equipment and to provide technical assistance to users.

The Visitor Center & Administrative Coordinator oversees the operations of the Visitor Center, including recruitment, training, scheduling, leadership, and direction of over 70 volunteers (tourism ambassadors), managing the inventory of travel and tourism literature, and coordinating building maintenance. Demonstrates exceptional customer service, responds to questions, researches complaints, and initiates problem resolution with volunteers and guests. Manages and coordinates an ongoing program of familiarization (FAM) tours and recognition events for the volunteers. Performs a variety of administrative and operational duties in support of departmental functions and serves as a subject matter expert on Visit Grand Junction's CRM platform. Processes a variety of documentation and reports associated with departmental operations within designated timeframes and per established procedures.

2. SUPERVISION & ORGANIZATIONAL RELATIONSHIPS.

- a. The chart below asks for your specific supervisory responsibilities. If a duty statement applies to you, please check the box under the "Yes" column and then indicate the number of employees for which you are responsible to the right of the statement.

Yes	Duty	Number of Employees
<input type="checkbox"/>	I do not officially supervise other employees (sign performance reviews).	
<input type="checkbox"/>	I evaluate and sign performance reviews of other full-time employees.	
<input type="checkbox"/>	I evaluate and sign performance reviews of part-time, temporary or contract employees.	
<input checked="" type="checkbox"/>	I instruct other employees in methods or procedures needed to carry out their job (how to carry-out their assigned duties).	70 volunteers
<input checked="" type="checkbox"/>	I make work assignments for others.	70 volunteers
<input type="checkbox"/>	I make hiring and hiring pay recommendations.	
<input type="checkbox"/>	I make hiring and hiring pay decisions.	
<input checked="" type="checkbox"/>	I recommend termination for poor performance.	70 volunteers
<input checked="" type="checkbox"/>	I provide advice to peers that they must consider carefully before making a decision.	70 volunteers
<input checked="" type="checkbox"/>	I provide information to supervisors/management that they use in making a decision.	70 volunteers

- b. Complete the organization chart below. This chart will help us to understand your job in relation to others in your department. Please use titles and not names. Fill in the applicable position titles: (1) your coworkers, employees you work with and who also report directly to your supervisor; and, (2) your subordinates, any employees you supervise directly. List only those jobs over which you have full managerial/supervisory authority (i.e. complete and sign performance evaluation.) Do not list employees supervised by your subordinate supervisors.

YOUR COWORKERS' JOB TITLES

Director
Administrative & Financial Analyst
Data Analytics & Research Analyst
Social Media Specialist
Data Scientist
Marketing Manager
Business Development & Group Sales Specialist

YOUR DIRECT REPORTS' JOB TITLES

Please indicate the nature of the group supervised and the number supervised

☐ Full Time ☒ Part-Time ☐ Seasonal/Temp ☒ Volunteer 70 ☐ Contract

3. ESSENTIAL DUTIES.

The list of essential duties helps us to understand those duties which are the primary reasons why your position exists. For clarification, please refer to the examples provided below.

Essential Duties: Those duties that make up at least 5% of your time. Please provide enough detail so that someone who may not be familiar with your job will have a clear understanding of what it is that you do. For example, do not simply state "prepares reports", but state "prepares reports such as status reports, staff reports", or other type of report(s) you may prepare. Also, please use action verbs such as prepares, calculates, operates, etc., to start off each statement. Do not use acronyms in your description. Examples are shown below. Use additional sheets if needed.

Decisions Required: List the decisions you make to carry out the essential duties.

Frequency: Indicate how often you perform each duty – D = daily, W = weekly, M = monthly, Q = quarterly, A = annually, or O = occasionally.

Percent of Time: Indicate how much of your time you spend on each task. The total of these percentages **should not be more than 100%**. Example: Sally conducts property value estimates 20% of the time, it may mean she spends one day out of five on that task, or that she spends around two hours each day. These need only be estimates so do not spend a great deal of time trying to come up with an exact percentage. The percentages of **all** duties should equal 100% over a one year period of time.

Attach additional sheets if necessary.

E X A M P L E (LIST ACTUAL ESSENTIAL DUTIES BELOW EXAMPLE)

Essential Duties	Decisions Required	Frequency	% of Time
EXAMPLES:			
<i>Prepares monthly newsletters by gathering information, writing copy, editing, preparing for publication and overseeing distribution.</i>	<i>Articles to include, editorial changes, graphics, layouts</i>	<i>M</i>	<i>25%</i>
<i>Performs inventory spot checks and monthly counts of supplies in warehouse.</i>	<i>When to check supplies</i>	<i>M</i>	<i>10%</i>

	List of Essential Duties	Decisions Required	Frequency: D = Daily W = Weekly M = Monthly Q = Quarterly A = Annually O = Occasionally	% of Time Spent (Not to exceed 100%)
1	<p>Exercises discretion, leadership, and independent judgment to significant Visitor Center decisions that affect department operations as well as customer service responsibilities in response to residents, guests, partner, business, and relocation inquiries.</p> <p>Provides consultation and expert advice to management relating to Visitor Center operations.</p> <p>Creates, develops, and implements quality services and educational programs to keep staff and volunteers informed of area attractions and amenities.</p> <p>Regularly strategizes and is involved in planning of short-term and long-term objectives of the Visitor Center and the organization as a whole.</p> <p>Oversees and carries out major projects and operation strategies of the Visitor Center and organization.</p> <p>Creates and facilitates training programs for staff and volunteers on visitor center operations and procedures.</p>	<p>Recruit, hire, train, and manage volunteers.</p> <p>Determine appropriate hours of operation for the Visitor Center.</p> <p>Determine and create procedures for brochures, Visitor Guide, and Map Pad distribution and inventory.</p> <p>Research and order equipment for the kitchen, Visitor Center, and Marketing Office.</p> <p>Monitor and determine security and safety protocols for the Visitor Center, staff, and volunteers.</p> <p>Determine appropriate customer service guidelines for volunteers.</p>	D	4

2	<p>Create, formulate, and maintain a volunteer information spreadsheet, volunteer hours spreadsheet, visitor center statistics spreadsheet, visitor guide requests/fulfillment, and TeamUp scheduling system.</p> <p>Maintain Stores Inventory, Visitor Guide, brochures, and Map Pad Inventory spreadsheets to ensure accurate numbers and stats are reported for the annual report.</p> <p>Implements new strategies to streamline efficiencies.</p>	<p>Daily scheduling decisions for 70 volunteers, 7 days a week, 3 shifts per weekday, and 2 shifts on the weekends.</p> <p>Schedule ambassadors for additional volunteer work at special events and conferences.</p> <p>Determine appropriate volunteers for each shift based on customer service, skills, and availability. Apply general personnel management. Decide who to call when there is an empty shift.</p>	D	7
3	<p>Provide backup and assist volunteers in the Visitor Center when there is an overflow of guests, or if someone does not come in for their shift.</p>	<p>Determine appropriate coverage and adjust the current workflow to assist guests.</p>	D	4
4	<p>Coordinate all aspects of the Visitor Center and the Marketing Office closing for COVID.</p> <p>Communicate issues that arise and implement a new cleaning strategy for COVID.</p> <p>Research and create a reopening plan for the Visitor Center.</p> <p>Maintain constant contact with all volunteers, create signage, adjust phone greetings, and set up a mailbox outside. Coordinated with FedEx, UPS, and US Mail for deliveries to ensure staff workflow is not interrupted.</p> <p>Maintain and update Continuity of Operations Plan (COOP) for the Visitor Center and office.</p>	<p>Make decisions regarding the Visitor Center reopening plan, staffing, and implementation of the reopening plan. Ensure tasks, procedures, and protocols are appropriate for State and local guidelines, and the COOP plan.</p>	D	3

5	Formulate and implement policies and procedures for the Visitor Center and volunteer staff. Policies such as the distribution of Map Pads, Visitor Guides, postcards, and general brochures.	<p>Determine appropriate policies and procedures are in place to balance the Visitor Center inventory with the needs of guests and tourism partners.</p> <p>Research and implement what supplies, including brochures that are needed for the Visitor Center. Call Regional partners for Visitor Guide replenishment. Obtain brochures from area partners for the Visitor Center.</p>	O	5
6	<p>Create, maintain, and carry out a Continuity of Operations Plan for the Visitor Center. Creates a strategic plan for business continuation in the event of a disaster or emergency.</p>	<p>Create items for the office and Visitor Center for emergency situations including signage, stock brochure rack outside, forward Visitor Center phone, notifying ambassadors, recording appropriate voicemails, putting mail and newspaper deliveries on hold while working remotely, adjust office cleaning schedule, checking the heating/cooling unit in the conference room, clear the refrigerator of food, request GJPD to make periodic checks of the Visitor Center property, Create a spot-cleaning schedule for staff once the staff is in the office.</p> <p>Communicate via posters and email City protocols for staff members.</p>	W	3
7	Calculate and report volunteer hours to RSVP.		M	1

8	Manage the scheduling of 70 ambassadors for shifts that are seven days a week at the Visitor Center, plus volunteer shifts at conferences and special events. Apply effective scheduling strategies to ensure all areas of the scheduled are covered to meet guest needs.	Plan schedules months in advance for the Visitor Center, conferences, and special events. Knowledge of volunteer personal schedules, days they prefer to work, days they are unable to work, and personality pairing.	D	5
9	Create surveys for ambassadors.	Determine appropriate survey questions for the information needed.	O	2
10	Submit Visitor Center, Ambassador updates, and Visitor Guide information for City Council and Visit Grand Junction Board meetings.	Select appropriate material for updates, meetings, and briefings.	W	2
11	Weekly correspondence email to volunteers	Determine appropriate email content depending on current circumstances and needs.	W	2
12	Coordinate and organize Volunteer Appreciation Week, Staff Meet and Greet with volunteers, Holiday Party, and the Annual Volunteer Luncheon.	Implement fun and unique ways to show appreciation to the ambassadors. Coordinate and plan events by selecting venues, dates, time, and menu items. Coordinate with staff schedules. Be conscious of budgetary items. Select and purchase gifts for volunteers. Purchase snacks & food for specific events and meetings.	At least 6 times per year.	5

13	Supervise and schedule the mobile Visitor Center.	Determine and schedule staffing of the mobile Visitor Center and other locations as events arise. Including stocking the Visitor Center with supplies, water, snacks, and transportation needed for off-site locations. Create a schedule for staff to work at the mobile Visitor Center.	W	3
14	Train, assign, and review the work of interns.	Ensure that intern work is performed efficiently and accurately. Assign projects. Review assigned work for accuracy.	D	1
15	Organizes and implement the Downtown ambassador training.	Determine the date and time of training and who to include in the training. Create presentations and supply additional material.	A	1
16	Content editing - Proof and verify the information for the Visitor Guide, Dining Guide, and other marketing materials. Obtain and maintain square footage specs for all venues for the Visitor Guide and Group Sales.	No	A	4
17	Create presentations using PowerPoint and Google Slides, and present to various community organizations as part of outreach for volunteer recruiting and educating the community about the Visitor Center (i.e New Dimensions Program).	Choose appropriate information for presentations.	O	1

18	Create and maintain a schedule for the cleaning crew; oversee the cleaning and ensure proper cleaning measures are taking place.	Communicate issues that arise and implement new cleaning strategies as needed.	W	1
19	As requested by the Director, coordinate outreach to area industry partners through relevant surveys and phone calls. Develop relationships to ensure effective promotional, educational, and informational efforts are produced on the value of tourism.	Determine survey questions, create surveys, and be professional via email correspondence and phone conversations. Perform outreach to appropriate industry partners is in place.	O	4
20	Create and and ensure compliance from volunteers and staff with safety measures for the Marketing Office and the Visitor Center. Remain aware of potential safety issues on the property. Overall care and maintenance of the Marketing Office and the Visitor Center, including all equipment. Coordinate maintenance, safety, and security needs of the facilities and grounds.	Determine appropriate outreach to GJPD and communicate issues that arise, such as vagrant activity and vandalism. Call for repair and maintenance when needed. Ensure that safety procedures are in place and adhered too.	D	5
21	Formulate and manage the Visitor Services budget.	Purchasing appropriate items and apply cost-saving measures. Apply relevant accounting procedures.	D	5
22	Maintain Visitor Center and Marketing Offices, computers, printers, and fax machine.	Call for service, repair, or replace equipment as needed.	D	5

23	Apply board policies regarding literature and other necessary standards in the Marketing Office and the Visitor Center.	Decide on appropriate material that meets board policies in the Visitor Center.	D	5
24	Servicing (gather Visitor Guides, Map pads, and area information) for events, groups, and conferences. Schedule deliveries to events.	Decide on appropriate material and schedule delivery or pickup from Visit Grand Junction.	W	4
25	Coordinate the delivery and distribution, including fulfillment requests of the Grand Junction Visitor Guide.	Scheduling	W	2
26	Consult with and provide expert advice with area residents, meeting planners, businesses, and tour operators to obtain contracts for group meetings, conventions, reunions, special events, weddings, and tours that bring Grand Junction an increased economic growth. Perform Site Visits with prospective clients.	Determine which venues and hotels are appropriate to receive specific leads. Respond to requests with appropriate information. Work with organizations to ensure needs are met by managing multiple leads. Answer sales calls and walk-ins to the Visit Grand Junction office. Prepare and provide sales leads to industry partners. Follow-up on leads with venues, hotels, and organizations. Provide servicing for organizations.	W	2

27	Consult with and provide expert advice to national and international tour operators.	Provide detailed Grand Junction information via email and phone correspondence regarding questions on the area, venues, hotels, and activity information. Design itineraries. Call venues, activities, and restaurants, ensuring they can host the large number of individuals that would like to visit their establishment. Resolve conflicts and problems as they arise.	W	1
28	Act as a consultant between client and tourism partners – converting inquiries into sales leads, prepare and distribute the leads to appropriate area partners. Coordinate the lodging and venue space, itineraries, supplemental information, and volunteers as needed.	Determine the client's needs and match local attractions, activities, and hotels to meet the client's expectations and prepare responses.	W	1
29	Manage and maintain the CRM database of qualified meeting planners, groups, organizations, and tour operators. Input customer information, program, and lead updates. Train staff on iDSS CRM system. Follow-up with ongoing updates and processes.	Use judgment on outdated contacts and inaccurate information.	W	3
30	Communicate area updates to volunteers and staff	Determine appropriate information.	D	2
31	Community outreach with CMU, Grand Junction Economic Partnership, Grand Junction Regional Airport, Greater Grand Junction Sports Commission, & Downtown Development Authority on various collaborations and sharing of information that affect long- or short-term business objectives.	Use judgment on appropriate information to share and collaborations that are beneficial for our stakeholders and community.	W	2

32	Manage, oversee, and/or assist on complex marketing projects including annual reports and Destinations International DMAP (Destination Marketing Accreditation Program) Certification, & experiential activities (Bandwango and website)	Determine appropriate information to include for each project and follow-up with staff as needed to obtain correct and additional information.	W	5
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4. REQUIRED KNOWLEDGE AND SKILLS.

This section helps us to understand the types of knowledge and skill you would need to perform your job at the entry-level. Those items you list are those required and not what you might necessarily know or are able to do after being in the position for a number of years.

Knowledge: refers to the possession of concepts and information gained through experience, training and/or education and can be measured through testing.

Skills: refers to the proficiency which can be demonstrated and are typically manual in nature and/or can be measured through testing.

The knowledge and skills that you list in the following section must refer to the Essential Duties you listed in Section 3.

Duty #	Knowledge – Skills
All	Management, customer service, communication skills, and independent judgment.
1, 2, 3, 4, 5, 6, 19, 30	Research state and local guidelines, decisions based on what is appropriate, adhering to Board, Visitor Center, State, and local guidelines, and what will work effectively for the Visitor Center.
All	Decision making and inventory skills. Knowledge of policies & procedures as well as gathering of statistical data, mathematics, excel, and compiling information for presentations; includes PowerPoint, Google Slides, CRM database, and multiple software skills. Project management skills.
1, 4, 5, 6, 8, 18, 19, 20, 30	Knowledge and application of Continuity of Operations Plans (COOP), including the creation of the COOP, documentation, preparation, and implementation.
1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 16, 17, 18, 20, 21, 24 - 32	Experience with Microsoft office products, Survey Monkey, iDSS, CVENT, TeamUp, and various digital marketing platforms.
1, 4, 5, 6, 12, 13, 14, 19, 20, 22, 24, 25, 26, 27	Facility management, safety, on and off-site set-up, deliveries, trainings, meetings, and staffing.
12, 13, 15, 24, 25, 28, 31, 32	Event planning, project management, and execution.
All	Basic accounting and multi-tasking skills.

1, 2, 5, 8, 14, 24, 25, 26, 27, 28, 29, 31, 32	Knowledge of database maintenance and CRM systems
1, 3, 4, 5, 12, 14, 16, 17, 19, 23, 24, 25, 26, 27, 28, 29	Knowledge of hotels, venues, restaurants, and activities in the area. Knowledge of CVENT, a lead generation program. Project management skills.
All	Strong knowledge of volunteer management, office & administrative procedures, time management, multi-tasking, conflict resolution, interpersonal skills, and troubleshooting.

III. EDUCATION, EXPERIENCE, AND EQUIPMENT

1. EDUCATION: What level of education do you have and what minimum level of education do you believe is needed to satisfactorily perform your job at entry level? Check the level that applies to your job:

You Have	You Need	
<input type="checkbox"/>	<input type="checkbox"/>	Less than High School Diploma or equivalent (G.E.D.) (ability to read, write, and follow directions)
<input type="checkbox"/>	<input type="checkbox"/>	High School Diploma or equivalent (G.E.D.)
<input type="checkbox"/>	<input type="checkbox"/>	Up to one year of specialized or technical training beyond high school
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Associate degree (A.S., A.A.) or two-year technical certificate
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Bachelor's degree
<input type="checkbox"/>	<input type="checkbox"/>	Other (explain):

2. EXPERIENCE: What kinds of experience do you have, and what minimum kinds of experience are needed to enter your job at entry level?

Type of Experience

<u>You Have</u>	<u>Your Time</u>	<u>You Need</u>	<u>Minimum Time Required</u>
Management & Customer Service	15 years	Management & Customer Service	3 years
Event creation and management	15 years	Event creation & management	3 years
Administrative skills	20 years	Administrative skills	3 years

a. What field (s) should training or degree be in?
Business Administration, Marketing and management.

3. SPECIAL REQUIREMENTS: List any registrations, certifications or licenses that are **required** for you to hold your position. Be specific and do not abbreviate words or use acronyms.

4. DECISION-MAKING & JUDGMENTS.

- a. Describe three types of important decisions and judgments you make regularly and independently in the performance of your duties.

1. Manage and staff 70 Tourism Ambassadors (volunteers), ensuring the Visitor Center is staffed 7 days a week with different shift times, and two volunteers per shift. Ensure that the mobile Visitor Center is staffed and has the proper supplies for special events. Ensure that there are volunteers for Special events and conferences as needed. Requires notification to volunteers and follow up as necessary to ensure we meet guest's needs at all times. Provide trainings and educational opportunities to the Ambassadors. Provide the necessary tools for the volunteers, so they are successful and comfortable in their surroundings. Ensure that the volunteers are assisting visitors with stellar customer service and that the correct information is being communicated to partners and visitors. Call for replacements when a volunteer is unavailable for their scheduled shift, or they are a no-show. Work in the Visitor Center when we have an overflow of visitors or when we are short of volunteers. Manage different personalities and conflicts that arise between volunteers. Ensure the safety of volunteers by observing the visitors who enter the Visitor Center and loiter on the property. Troubleshooting when disorderly individuals come in and make the volunteers and/or staff uncomfortable. Call GJPD when appropriate.

2. Operations of the Visitor Center, Mobile Visitor Center, Marketing Office, and Ambassadors: Ensuring the safety of the staff and volunteers by safeguarding the building, equipment, and grounds are in good condition, safe, and in working order. Coordinate and facilitate appropriate trainings for staff and volunteers. Contact the appropriate agencies to arrange for repairs. Acquire new equipment when needed. Monitor that policy and procedures are being followed and communicate with the ambassadors when they are not being followed. Organize and provide trainings for staff and volunteers. Communicate issues as they arise and troubleshoot when needed. Creating a COOP and reopening plan. Researching safe practices in order to open, signage, social distancing, State and local guidelines, and purchasing supplies. Manage, coordinate, or assist with various marketing projects as assigned (website, experiential experiences, annual report, etc.)

3. Inventory of the Visitor Center and the Marketing Office supplies, and brochures. Maintain and order over 150 brochures within the Visitor Center following board policies. Call multiple agencies to obtain the necessary brochures, maps, rack cards, and guides. Maintain and order Visitor Guides and Map pads for the Visitor Center, partners, and area businesses who come to pick up several hundred at a time. Document the number of map pads and Visitor Guides that are given out to partners, area businesses, and visitors for the Annual Report. Track inventory at Stores and the Visitor Center to ensure brochures are available to those that need them.

IV: EMPLOYEE, SUPERVISOR, AND DEPARTMENT HEAD SIGNATURES

ADDITIONAL COMMENTS

Are there any additional comments you would like to make to be sure you have described your job adequately? (Use additional sheets if necessary).

I supervise 70 Tourism Ambassadors with different needs and personalities, ensuring they are knowledgeable and comfortable to perform the duties of a tourism ambassador. I monitor the ambassadors closely; most of them are elderly and need several reminders as to the procedures that are in place. I monitor all shifts, frequently checking-in with them during their shift to ensure their needs and guest needs are being met. In addition, my position requires a high amount of multi-tasking. At any given time, I will be managing volunteers, answering phones, working on projects, and performing other administrative duties all at one time. In addition, I manage, coordinate, and/or assist on various marketing and administration projects and work with various community partners on collaborations and sharing of information.

EMPLOYEE CERTIFICATION

I certify that the above statements and responses are accurate and complete to the best of my knowledge.

Signed: _____ Date: _____

TO BE COMPLETED BY THE IMMEDIATE SUPERVISOR AND DEPT. HEAD

This section is to be used by the Supervisor to note any additional comments, additional duties or disagreements with any section of the questionnaire. The Supervisor should not change anything written by the individual filling out the questionnaire nor should they address any performance issues. Please remember that this questionnaire is intended solely for the purpose of accurately describing the job in question. Supervisors, please review the entire JAQ for completeness and accuracy. If there are sections that are not complete or are incorrect, please fill in the blanks when you review the questionnaire with the incumbent. If you disagree with any information provided or believe some information is missing, indicate below the question number and your comments. **Please note the form should have all three signatures to ensure all have read the questionnaire.**

Question No.	Comments

Employee Signature: _____ Date: _____

Supervisor
Signature: _____ Date: _____

Department Head
Signature: _____ Date: _____

Position Audit Request

Justification Summary

Administrative & Visitor Center Coordinator Position from Non-Exempt to Exempt

Description of what has changed or will **change in the duties** and responsibilities of the position.

The Administrative & Visitor Center Coordinator position has evolved over the past two years into a management role responsible for overseeing the entire operations of the Visitor Center, which is open 7 days a week. Although temporary, COVID-19 has caused additional responsibility with running the Visitor Center while 70 Ambassadors are off duty.

Changes in duties include additional management responsibilities, new recruitment strategies utilizing progressive digital tools, increased training to support the new destination brand, oversight of building operations, and management of the brochure inventory and mobile visitor center after normal work hours for community organizations and events. The position now requires a high-level of decision making on a daily basis to ensure the needs of staff, guests, and 70 tourism ambassadors are met.

Aside from Visitor Center operations, significant changes and responsibilities for the position are detailed in the attached JAQ, including strategizing, planning, executing, and managing a variety of marketing initiatives. Learning and utilizing new platforms and marketing tools are necessary as old tools and processes are no longer used and supported in the industry. These new duties directly support the additional services that Visit GJ is now offering the community and local businesses.

Besides the role requiring additional oversight, this staff person is occasionally needed after normal work hours. This can include answering a guest question or coordinating the mobile visitor center at community events and being available when there is an issue at the Visitor Center after hours.

This staff person is training, assigning, and reviewing work of the intern(s) who are now employed at Visit GJ year-round for an average of 30 hours per week.

Presentations to the community sharing Visit GJ's services provide additional visibility for the department. This includes teaching classes for the New Dimensions Program.

Oversight and management of the cleaning crew is a new responsibility.

Additional responsibilities include involvement, input, and implementation in high-level strategy meetings including branding, new technology platforms, marketing design, research, and ROI tracking.

This position also acts as a consultant between clients and tourism partners, converting inquiries into sales leads which includes the coordination of lodging and venue space. Creation of itineraries is also an important role which continues to increase in significance to assist the community in tourism growth.

This position is also the manager of Visit GJ's CRM (Customer Relationship Management), which includes over 13,635 contacts. The CRM is critical to Visit GJ operations, sales efforts and hotel success.

There is additional responsibilities with the Official Grand Junction Visitor Guide as increased local and regional distribution points have been added.

Description of the business or operational reasons for the change

Marketing is the most disrupted industry that exists in the world and continues to change at a rapid pace. This has resulted in Visit Grand Junction needing to evolve as a department to ensure a competitive edge and successfully deliver results for the City of Grand Junction and the community it serves. The Administrative & Visitor Services Coordinator position now includes additional responsibilities which consists of high-level strategic oversight, research, planning, implementation, tracking and training.

The current staff person has naturally and willingly taken on additional responsibility and wishes to continue growing and developing within the department; however, the position requires exempt status to legally support the current work responsibilities and also provide for additional growth as desired.

Indicate the classification you feel better fits this position and why

This position would better fit the reclassification from non-exempt to exempt status primarily due to:

The level of oversight required to manage over 70 volunteers, and the operations of the Visitor Center 7 days a week.

In addition, departmental responsibilities have significantly increased and include operational procedure staff training, system protocols, data input with digital platforms, data collection & insight, annual reporting management, marketing insights, industry certification implementation, complex projects, and creating, managing & implementing various partnerships with local organizations. These partnerships include CMU, GJEP, DDA, GJRA, etc., all of which are now receiving additional support from Visit GJ in terms of data, strategy, insights, industry materials, and overall marketing support.

Overall, this position exercises discretion and independent judgment to significant Visitor Center and Visit Grand Junction departmental decisions that affect operations and ensure that the needs of guests, volunteers, community members, and community partners are met on a daily basis.



Elizabeth Fogarty, Director
Visit Grand Junction

8/27/20

Date