



Explore Boone / Watauga County TDA Administrative Assistant & Guest Services

Job Duties:

- * Greet and assist all visitors to the Explore Boone office with visitor information.
- * Answer all visitor information calls and provide assistance to all visitor inquiries.
- * Answer, screen, and transfer phone calls to appropriate TDA staff.
- * Monitor online visitor guide requests and process those requests along with phone requests.
- * Maintain a database for NC Welcome Centers, NC Visitors Centers, AAA offices, and other travel offices. Schedule and ship cases of Boone Visitor Guides to keep supply current.
- * General clerical duties including copying, scanning, and mailing.
- * Maintain office filing system.
- * Draft Boone TDA and Watauga TDA board meeting minutes.
- * Monitor and update Calendar of Events on TDA website and other area websites.
- * Data entry on the Visit NC database and Wander Maps.
- * Develop and maintain databases for TDA communications to tourism partners and visitors via email blasts, e-newsletters, etc.
- * Assist in preparing TDA newsletters and email marketing communications.
- * Assist in monitoring social media and digital marketing campaigns.
- * Respond to emails and correspondence containing routine inquiries.
- * Schedule and coordinate meetings and appointments using Google Calendar, Zoom, etc.
- * Maintain office supply inventories and coordinate maintenance of office equipment.
- * Assist Executive Director and other directors in preparing reports, check requests, presentations, and other administrative functions as needed.
- * Other duties as assigned by the Exec. Director or the Director of Partnerships & Outreach.
- * This position reports directly to the Director of Partnerships & Outreach.
- * Full-time (40) hours per week. Salary plus benefits. **Job requires Saturday hours.**

Education and Experience

Strong computer skills and knowledge of Microsoft Office Suite and Google Workspace.

Knowledge of and proficiency in creating and maintaining databases.

Knowledge of clerical and administrative procedures such as filing & record keeping.

Knowledge of principles and practices of basic office management.

Knowledge of the Boone area, specifically tourism attractions, lodging, restaurants, etc. and the ability to assist visitors with questions about the area.

Key Competencies

Excellent communication skills - written and verbal; phone etiquette & call screening

Planning, organizing, and prioritizing

Problem assessment and problem solving

Attention to detail and accuracy

Strong customer service skills— ability to professionally handle visitor questions, requests, etc.

Teamwork & hospitality mindset.

Email resume and cover letter to: info@exploreboone.com