ABOUT VISIT ORLANDO

Visit Orlando is the official tourism association for Orlando, the most visited destination in the United States. We are a 501(c)(6), not-for-profit trade association that represents 1,200 member companies making up Central Florida’s tourism community. In addition to serving our members, we are also contracted by Orange County to brand, market and sell the Orlando destination globally. Visit Orlando represents all segments of the area’s leading industry — one that supports 41 percent of the workforce and generates over $75 billion in annual economic impact.

OUR VISION

To be the most visited travel destination in the world.

OUR MISSION

The mission of Visit Orlando is to brand, market and sell the area globally as a premier leisure, convention and business destination to generate positive economic impact.

COMMITMENT TO COMMUNITY

Visit Orlando recognizes the important role it needs to play in the community, both as a vital partner in addressing community concerns and as a conduit to the area’s dynamic tourism industry. We work closely with many local organizations to enrich the quality of life in our community. From education and economic diversification to supporting the arts, Visit Orlando has played an important role in making Orlando a great place to visit — and to live.

BUILDING A STRONG TOURISM INDUSTRY

However important our partnerships with community organizations are, Visit Orlando's primary focus is to ensure the health of our region's tourism industry. Through our marketing and advertising efforts, Visit Orlando engages with consumers to choose Orlando for their next vacation or meeting. Achieving our mission is directly linked to our ability to forge partnerships among local tourism businesses to implement destination marketing programs that will build a stronger tourism industry for all.

ATTR ACTIONS

With more than 100 amazing, standalone attractions, Orlando has no shortage of unique thrills you can’t find anywhere else. What’s more, they’re sprinkled throughout the destination, which means no matter where you’re staying, unforgettable adventures are nearby! Whether you’re after mild, all-ages fun that the whole family can enjoy together, or wild, pulse-pounding thrills you’ll have to see to believe, you’ll find them here — including many attractions that can only be experienced in Orlando!

Explore Unique Attractions in Orlando

When it comes to Orlando attractions, the fun starts on International Drive, aka I-Drive, which is close to Universal Orlando Resort and SeaWorld® Orlando in the heart of Orlando’s tourism district. Here, you can enjoy a rarefied view of Orlando from aboard The Wheel at ICON Park™ — a 400-foot-tall observation wheel. You can also opt for a traditional amusement park at Fun Spot America, or explore wonders and marvels at Madame Tussauds Orlando and SEA LIFE Orlando Aquarium, to name a few. Plenty of other one-of-a-kind attractions are waiting for you in the International Drive area. And speaking of one-of-a-kind, be sure to visit Gatorland. One of Orlando’s oldest attractions, it features an enthralling mix of real animal encounters and wild rides you won’t want to miss.

For even more outdoor action, look into airboat tours at Wild Florida or Spirit of the Swamp Airboat Rides, among others. If you need more lift, zip-line adventures await at Orlando Tree Trek Adventure Park, or keep the soaring indoors at iFLY Orlando Indoor Skydiving.
In other words, no matter what sort of thrill you’re seeking, Orlando has it. Use the search tools below for details on these and other attractions and get ready to choose your own adventure in Orlando!

ORLANDO OUTDOORS & ECOTOURISM

Eco-travel is on the rise, and here in the heart of Florida — a state named for flowers and sunshine — Orlando’s natural beauty serves as the perfect counterbalance to our signature theme park fun.

Ecotours, natural springs, airboat rides, birding, nature trails, fishing, kayaking and lots of thrills are some of the many options for exploring Orlando’s great outdoors, both in Orange County and in neighboring regions. Whether peacefully paddling through spring-fed lakes or hang-gliding 2,000 feet above orange groves, you can dive into a variety of lush ecosystems, all within driving distance of our tourism district.

NIGHTLIFE & ENTERTAINMENT

The party never ends in Orlando! Live music, high-energy dance clubs, sleek lounges, side-splitting comedy and other options are all part of our brilliant nightlife, as are world-famous events such as November’s Electric Daisy Carnival (EDC) Orlando. What’s more, no matter where you choose to stay in Orlando, you’ll find a vibrant, walkable entertainment district close by, including those featured here.

VISIT ORLANDO MEETINGS & CONVENTIONS

Continuously ranked as Cvent’s No. 1 meeting destination in the country, Orlando offers a world of possibilities for one-of-a-kind meetings, conventions and events that your attendees will always remember. Between a state-of-the-art convention center that’s constantly expanding, low-cost accessibility, a wide variety of accommodations, and expert support — not to mention world-class entertainment and unique, wondrous experiences — Orlando is the premier gateway city for meetings of all sizes. Plus, America’s most visited destination was just named “No. 1 Most Affordable Vacation City” by USA Today offering low travel costs and accommodations for any budget. This makes Orlando a win-win for planners and attendees!

POSITION SUMMARY

POSITION TITLE: Director of Visitor Services
DEPARTMENT: Visitor Services
REPORTS TO: Sr. Vice President of Membership & Support Services

PRIMARY OBJECTIVE

Oversee all operational functions of the Official Visitor Center and all Visitor Services locations. Lead the customer service and sales efforts at all locations and through all channels (in-person, chat, phone, email, etc.) to ensure all customers are engaged and satisfied with their experience, and achievement of sales goals. This includes responsibility for developing, recommending and implementing sales strategies, operational policies, procedures and programs, coaching and mentoring staff, and working with Visit Orlando staff and members on elements of promotional programs.
MAJOR AREAS OF ACCOUNTABILITY

- Collaborate with Marketing and BA to set revenue goals and company strategy for ticket sales to achieve sales and performance goals.
- Define and establish targeted sales and staffing strategy to drive profitable revenue growth of ticket sales at all physical locations (OVC, OCCC, Turnpike, etc.) achieving annual goals.
- Establish ticket sales and email opt in goals for Visitor Services team. Monitor overall team performance and provide direction and coaching as needed.
- Oversee strategy for all steps in the ticket sales process from contracting, product development, POS implementation and training for the sale of tickets.
- Establish and oversee policies, procedures, and systems that impact the quality of service provided to customers; develop, track and maintain service metrics; and synchronize customer service operations across all locations.
- Lead special projects that impact Visitor Services including but not limited to systems integrations, adoptions, upgrades and enhancements.
- Maintain high level of systems expertise and champion technology projects to create efficiencies.
- Facilities oversight of the Official Visitor Center and all Visitor Services locations including associated building systems, furniture, equipment and partner relations. Leads all projects pertaining to changes to physical locations.
- Maintain a safe and healthy work environment by establishing/enforcing standards and procedures.
- Serve as primary liaison with vendors, utilities, police, fire, health and safety agencies as required.
- Prepare operations plans, forecasts requirements; prepares an annual budget.
- Coach, counsel and resolve work related problems; establishes and interprets Visit Orlando policies to staff to improve the quality and quantity of work performed.
- Meet or exceed labor budget expectations by managing staff levels, wages, hours, etc.
- Oversee production and distribution of team member schedules.
- Interact with members to ensure their services are appropriately represented to customers and maintain positive working relationships with all ticket selling members in order to facilitate team member training and direct resolution of any ticket related customer service issues.
- Ensures protection of the Visit Orlando brand. Serves as a Brand ambassador.

FOUR KEY AREAS OF RESPONSIBILITY

1. Sales: Drive the sales culture by motivating the Visitor Center team and implementing ticket sales goals.
2. Operations: Oversee the day-to-day operations of the Visitor Center and affiliated locations such as staffing, scheduling and overall maintenance to ensure efficient operation.
3. Training: Train a team of three on the design of Orlando and selling in-person, via email, phone and website chat.
4. Strategy: Work closely with members and partners to strategically drive ticket sales to generate revenue. Work in tandem with marketing and eCommerce to drive site traffic and effectively utilize technology.

SUPERVISSES

Visitor Services Sales Director
Visitor Services Operations Manager
Visitor Services Training & Support Manager

EDUCATION, SKILL AND EXPERIENCE

B.A. / B.S. degree from four-year college or university and a minimum of seven years management experience preferably in customer service, call center, or retail sales. Leadership over multi-locations desirable.

Proven Ability To:

- Track record of successful business development, sales and revenue-generation
- Strong customer service orientation
- Collaborative mindset and ability to structure mutually beneficial relationships
- Excellent interpersonal and communication skills (verbal and written), including strong presentation and negotiation skills
- Ability to manage and prioritize multiple projects and timelines in a fast-paced environment
- Ability to lead a large team effectively including appropriate coaching and mentoring
• A self-reliant, problem-solving, results-oriented individual who can positively and productively impact both strategic and tactical operations

Language Skills
Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public.

Mathematical Skills
Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability
Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Physical Demands
While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel objects, tools or controls; reach with hands and arms; and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision and depth perception.

Work Environment
The environment for this job is typical for an office and does not result in exposure to conditions outside of the normal office environment.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.

If interested in learning more about this great opportunity, please use the link below to apply or send your resume to the SearchWide Global Executive listed below.

Elizabeth McHeffey, Recruiting and Research Manager | SearchWide Global
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