

# DESTINATION GREATER VICTORIA

## Job Description – General Manager, Visitor Services

---

### Title

General Manager, Visitor Services

### Reports to

Chief Financial Officer (CFO)

### Summary

The General Manager, Visitor Services provides holistic leadership to the Visitor Centre and Volunteer Program, inspiring excellence in a fast-paced commercial focused sales environment. This role is responsible for delivering quantifiable and measurable business results combined with a high level of professionalism and customer service, while maintaining productive and positive working relationships with members. The General Manager will drive sales and develop mutually beneficial partnerships to achieve the strategic goals of Destination Greater Victoria. This position will have full business and profit and loss accountability for the business unit. The position offers the opportunity for a business savvy individual to work autonomously, lead transformational change, and be a positive contributor in a vibrant and dynamic industry.

### Job Duties

- Ensure excellence in customer service and drive superior business results at the Visitor Centre.
- Monitor sales targets and develop and implement creative ways to support individuals and teams in meeting and surpassing sales targets.
- Proactively work with vendors and contractors.
- Provide vision and leadership to the Visitor Centre team and identify and execute solutions in support of the business strategy, taking into account future trends.
- Liaise between the Visitor Centre and the Corporate Office and ensure strategic alignment.
- Mentor and foster team development and product knowledge through a variety of methods, including liaising with members to plan member information sessions (Coffee Talks), and familiarization trips.
- Be the senior level contact point for the Greater Victoria Harbour Authority (GVHA) and provide proactive leadership to the Ogden Point program.
- Ensure productive and positive relations with members to drive mutual value and to represent Destination Greater Victoria in the city.
- Be an active member of the Victoria Guest Services Network (VGSN).
- Provide leadership and direction for the volunteer program to ensure maximum coverage and support for the streets of Victoria and Ogden Point by supporting the Volunteer Coordinator in achieving a high level of volunteer engagement.
- Work in compliance with applicable legislation and policies on a daily basis.
- Be an example through attitude and actions for others to follow.

### Operations

- Coordinate interior and exterior building maintenance and manage all areas of the Visitor Centre including fostering, developing and supporting successful and productive working relationships with providers such as the point of sales provider and the property manager.
- Manage ticketing agreements and integration of new members.
- Manage staffing and labour costs.
- Ensure that all team members are trained and capable of managing service recovery opportunities.

### Human Resources

# DESTINATION GREATER VICTORIA

- Create a culture of high performance and mutual support within the Visitor Centre.
- Inspire, motivate and encourage team members, and provide interesting learning opportunities for team members to grow.
- Mentor others and provide insights and clear directions.
- Establish clear goals and priorities, create internal efficiencies, foster productive communication and drive business results.
- Ensure that the organization has capability and capacity of talent at all levels to deliver on business strategy. This includes proactively recruiting, training and managing the Visitor Centre team.
- Complete performance reviews and mid-year check-ins with the Visitor Centre team.
- Plan and manage the incentives for the Visitor Centre and Volunteer Program.

## **Finance**

- Ensure organization funds are used responsibly and identify inefficient financial practices or opportunities for greater efficiencies and eliminate unproductive overhead costs.
- In collaboration with the CFO and key stakeholders, assist in the development of the organization's annual business plan and budget.
- In collaboration with the CFO and key stakeholders, develop the annual Visitor Services budget.
- Review and ensure appropriate efforts are being made to maintain operating expenditures within budget.

## **Key Qualifications – Knowledge and Experience**

- Five or more years of sales management experience in tourism, travel, hospitality, hotels or a related field, and a proven ability and track record of growing sales.
- Experience managing a busy retail environment, managing a reservations business unit, or supervising travel agents is required.
- Experience with high-volume multi-reservation channels and managing multiple direct reports is required.
- Experience with inventory management.
- Experience mentoring and managing sales teams and providing guidance and oversight of plans.
- Experience establishing efficient and effective work schedules and managing sales incentives.
- Computer literate, including effective working skills of MS Word, Excel, PowerPoint and Outlook.
- Superb writing, content development and editing skills.
- Effective knowledge and experience in digital and social media.
- Understands how to read, interpret and use budgets and projections.
- Degree in Business preferred.

## **Personal Attributes**

- Sales-driven achiever, who is adaptable, versatile, patient and positive in a changing work environment.
- Supportive of the team and focused on solutions.
- Intuitive, approachable and open.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.
- Listens to differing points of view to promote mutual understanding.
- Contributes to a culture of high performance and mutual support, fostering collaboration across the organization.
- Pro-active, self-motivated and results oriented.
- Efficient, organized, and able to juggle various tasks.

# DESTINATION GREATER VICTORIA

- Excellent communication skills, including presentations and public speaking skills.
- Ability to work effectively as part of a team as well as independently.
- Strong ethical and effective work acumen.

## **Working Conditions**

- Ability to attend events held in the evening or on weekends as required
- Overtime as required

## **Salary Band**

- The annual salary for this position will be \$62,600-\$73,550.
- Competitive benefits package.