



## **Visitor Experience Coordinator, Group Sales Job Description**

**Date:** May 2025

**Status:** Exempt

**Reporting Supervisor:** Visitor Experience Director

### **Position Overview:**

The Visitor Experience Coordinator is a part-time employee of Stan Hywet Hall & Gardens hired by the Visitor Experience Director. The Visitor Experience Coordinator's role is managing and growing group tour sales and visitation at Stan Hywet Hall & Gardens. This position is responsible for overseeing the group tour reservation process, cultivating relationships with group leaders, and ensuring a seamless and positive experience for group visitors. The ideal candidate will be highly organized, detail-oriented, possess excellent communication and interpersonal skills, and be comfortable interacting with individuals of all ages and diverse backgrounds.

### **Essential Duties and Responsibilities:**

1. Exhibit a professional attitude when working with the public, volunteers, and staff.
2. Demonstrate and support a culture of diversity, equity, access, inclusion, and belonging.
3. Create a welcoming and inclusive environment for all visitors, regardless of their background or abilities.
4. Assist the Visitor Experience Director in developing and implementing a long-range plan for group and motor coach services to increase visitation and revenue.
5. Manage the group sales reservation process for daily tours and special events, including handling sales calls, managing the point-of-sale reservation database, and maintaining accurate and detailed tour records.
6. Provide accurate and timely group sales reports and data related to tours, public events, and programs to relevant staff members.
7. Represent Stan Hywet Hall & Gardens at conferences and tradeshow to generate interest and secure bookings from the group and motor coach industry.
8. Develop and maintain a comprehensive understanding of the point-of-sale system and all ticketed tours and events offered at Stan Hywet.
9. Support the Visitor Experience Manager by assisting with responses to general ticket sales inquiries via phone and email, ensuring timely and courteous service.
10. Acquire and maintain extensive knowledge of Stan Hywet's history, tours, public and private events, and membership opportunities to effectively communicate with potential group leaders.
11. Collaborate with the External Relations staff to develop compelling digital and print marketing materials aimed at promoting Stan Hywet Hall & Gardens to the group and motorcoach industry.
12. Work with External Relations staff to develop digital and print media to promote Stan Hywet Hall & Gardens to the group and motorcoach industry.
13. Work closely with the Retail Manager to facilitate the sale of food and beverage options to



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group tours.

14. Contribute to maintaining a clean, safe, and enjoyable atmosphere for visitors, volunteers, and staff.
15. Participate in required public events.
16. Other duties as assigned.

### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. Strong organizational, communication and computer skills.
2. Ability to interact effectively, professionally, and courteously with guests, staff, and volunteers.
3. Ability to relate to people of all ages and of diverse backgrounds, skills and abilities.
4. Must be able to handle multiple projects or tasks and be detailed oriented.
5. Responsible for consistently demonstrating excellent judgment and good human relations skills.
6. Flexible work schedule.

### **Education and/or Experience:**

1. Minimum of a high school diploma.
2. Degree in hospitality management/tourism or related field is a plus.
3. One to two years' experience in a hospitality or sales position is desirable.

### **Usual and Customary Expectations:**

1. Should expect to spend most of the workday in an erect seated position.
2. Prolonged computer use.
3. Ability to move 20 pounds.
4. Some non-traditional hours are required.

Acknowledgement:

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Employee's Signature

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Date

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Authorized Signature

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Date