



Manager, Customer Experience

Company Mission:

Visit Baltimore is a 501(c)(6) nonprofit that generates economic benefits for the region by marketing Baltimore as an engaging cultural destination for visitors, an ideal destination for meetings and conventions, and as an advocate for the local tourism community. We also work to develop the next generation of hospitality leaders through the Visit Baltimore Education and Training Foundation.

Company Values:

Our day-to-day behaviors are the foundation of our workplace culture. Because of this, all our actions must come from a place of respect for ourselves, our colleagues, our customers, our community, and our stakeholders. Grounded in a foundation of respect, we embrace the following values as the principal pillars of our culture:

- Practice Mindfulness
- Empower Collaboration
- Exemplify Adaptability
- Celebrate Diversity

Summary:

As the primary contact for our definite event customers, the Manager, Customer Experience (CX) supports our clients by providing all aspects of operations & logistical support, as well as marketing and attendance building support through use of our Visit Baltimore assets. This role requires the incumbent to provide assistance and quality service to meeting professionals from the planning stages to the completion of their meeting. Also works on additional projects/ assignments as directed by the Director of Customer Experience (CX).

The ideal CX Manager is a solution driven and strategic critical thinker who shows proficiency in problem solving and navigating the gray area. They should be a dependable self-starter who requires minimal supervision and confidence in their decision-making skills. This person should be community and organization forward consistently, looking for ways to collaborate with the community and ensure commitments to best practices.

Essential Duties and Responsibilities:

General Duties:

- Responsible for servicing convention groups as assigned by the Director of CX.
- Assists the Director of CX in setting budget and goals, objectives and quantifying the results of marketing activities and programs.

- Establishes and maintains excellent relationships with destination partner organizations and the community in general; partners in increasing Baltimore's share in convention sales and services. Acts as a liaison with local destination partner firms offering products or services to meeting planners. Maintains contact with destination partners to facilitate client requests. Participates in volunteer opportunities. Attends partner organization meetings (Downtown Partnership, Waterfront Partnership, BTA, etc.) to report out on Visit Baltimore and group activities.
- Participates in organization events and special projects as a part of the planning committees as determined by Director of CX (Ex. Tourism Week, Engagement Team, Innovative Think Tank meetings, CRM Departmental Clean up, etc...) Reports out project status and update to upper management/executive leadership).
- Works closely and proactively with other departments in the organization to ensure communication and coordination of efforts.
- Attends promotional trips, trade shows, industry meetings, and other meetings as required.
- Conducts site inspections of hotels, Convention Center, attractions, etc., for clients that have selected Baltimore for their meeting.
- Attends and participates in local host committee planning meetings with organizations that have selected Baltimore for their meeting.
- Meets with meeting planners to discuss convention needs and services. Attends pre-convention meetings at client's discretion as well as acts as a back-up for trips scheduled for Director of CX. Works directly with hotels to provide overflow room blocks for definite events, and directly with venues and city agencies as needed to assist with planning needs for each event.
- Is available to associations when they convene in Baltimore to ensure that the services provided are satisfactory. Offers further assistance as necessary. Helps event planners navigate issues to successful outcome. Involves Director of CX as necessary and/or shares updates about issues and solutions.
- Offers and provides clients with pre-convention promotional materials and destination marketing consultation to encourage attendance at the meeting/convention.
- Offers and provides meeting planners with on-site material so that attendees have concise information during their stay in Baltimore. Processes invoice requests and invoices clients if required.
- Offers housing services to clients and facilitates the introduction to the housing managers.
- Works with operations to ensure an info desk at the Convention Center is stocked when needed with guides and information, creates sign for attendees with info desk call numbers and QR codes to website in lieu of a staffed concierge. Shares this information with planner in advance of arrival.
- Coordinates all aspects of the welcome program (for qualified groups) to include:

- Organizes all aspect of banner program, stickers or clings and logo buttons
 - Supplies BWI Airport welcome signage information.
 - Destination partner welcome signs in area business
- Processes requests to the Mayor and Governor offices for letters of welcome, appearance requests and/or proclamations. Acts as liaison between the Baltimore City contact/VB Public Affairs team and meeting planner.
 - Generates convention resumes on all city-wide groups in accordance with acceptable timelines and communication guidelines. Prepares convention community to welcome and serve attendees and visitors through destination partner meetings, direct communication and partner network bulletins.
 - With assistance from the Director of CX, organizes and consults on group's safety plan to include sharing of groups information with citywide safety partners (BPD, DPOB, WFP, Hotel Security Directors, BCC) and schedule additional safety patrols when applicable. Participate in weekly and monthly safety meetings with city safety partners to prepare for the group's arrival.
 - Facilitates pre-convention and post-convention meetings between the convention and the hotel community if requested. Includes necessary city agencies and safety partners if applicable.
 - Reviews and ensures all group pick up has been entered into Simpleview;
 - Champions special project as assigned by Director of CX and communicates to organization, external stakeholders and appropriate destination partners the goals and objectives of project. Partners with external personnel necessary for project. Educates community on project, provides necessary information to marketing, reports out to leadership, provides high level programming for project. Provides all updates to leadership and community on progress and next steps of achieving goals.
 - Serves as a resource to sales team for tentative bookings and site visits, resource for assistance in bid information and WOW site visit planning to help Baltimore win tentative business.
 - Leads internal/external meetings as assigned by Director of CX, including planning agendas, providing presentations and sending invites to community. Provides all necessary follow up to community.
 - Provides assistance with CRM reporting as requested by Director of CX.
 - Participates in industry webinars and association forums as appropriate.
 - Complies with Company policies and procedures and enforces those policies and procedures with members of the department.
 - Any other duties as assigned by the Director of CX.

Qualification Requirements:

- Bachelor's degree and minimum of 4+ years' experience in the hospitality/tourism industry with emphasis on convention sales or services, or equivalent combination of education and experience. DMO or hotel experience strongly preferred.
- Ability to cultivate and maintain positive and effective internal and external working relationships.
- Exceptional organizational, written and communication skills.
- Demonstrated ability to successfully manage multiple assignments and projects and meet deadlines in a fast-paced environment.
- Able to solve practical problems and provide timely and effective solutions.
- Able to work well independently with limited supervision and with a collaborative team.
- Proficiency in Microsoft Office Suite, Office 365, and Outlook with advanced PowerPoint and Excel knowledge. Simpleview CRM experience preferred.
- A positive attitude, friendly demeanor, team player mentality, dependability and professionalism are a must.
- Candidate must have a valid driver's license.

Interested candidates should apply via this link:

<https://recruiting.paylocity.com/recruiting/jobs/ALU0677a70a-e56e-48a0-8c4e-9458d21dea2e/Visit-Baltimore>

If you have trouble with the application link, please email resumes@baltimore.org.