



## Visitor Center & Marketing Coordinator

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson, and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible. Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit of our towns, businesses, and residents.

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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. This position coordinates and manages all operations, promotions, reports, activities, and volunteer personnel associated with the Visitor Center.

Responsibilities include but not limited to:

- Maintains a well-informed, working knowledge of the area attractions, lodging, dining and services available in the area to visitors and acts as a liaison between these entities and the visitor.
- Supervises and records the dissemination of information to visitors including in-person visits, telephone, and email inquiries through prompt and courteous responses. Compiles monthly reports and weekly visitor/sales logs.
- Oversees the recruitment and management of volunteers for Visitor Center. Assists supervisor with training, assignments, and volunteer incentives. Enforces associated policies and procedures.
- Ensures that the Visitor Center is well-maintained, stocks brochures and other informational materials, gathers information from other sources as well as providing these resources for other entities.
- Develops specialized visitor information, creates needed handouts, assists with Lake Norman area marketing, and formats Visitor Center promotional needs.
- Gathers information and creates yearly, monthly and weekly Calendar of Events.
- Maintains retail inventory including ordering merchandise and compiling all summary reports. Balances cash register each day.
- Assists with creating displays and presentations for promotional purposes.
- Maintains a cohesive working relationship with all Visit Lake Norman personnel to ensure a unified and effective promotional effort.

Required Skills:

- High School Diploma or GED required with minimum of three (3) years supervisory experience. Prefer two-year degree in communication, marketing, sales, business, or related field.
- Personal commitment to excellence, professionalism and creativity.
- Excellent written and verbal communication and customer service skills.
- Working knowledge of Microsoft Outlook, Word, Publisher, Power Point and Internet search engines. Familiar with Microsoft Excel. Adobe Illustrator, PageMaker, or Acrobat a plus.
- Ability to work in a fast-paced environment and learn quickly.
- Prefer marketing and retail experience, and knowledge of the Lake Norman area.

More information is available at [www.visitlakenorman.org](http://www.visitlakenorman.org). Submit your cover letter, and resume to:

Visit Lake Norman

Attention: Visitor Center Coordinator  
19900 West Catawba Avenue, Suite 102  
Cornelius, North Carolina 28031

704-987-3300 (phone) / 704-892-5313 (fax)

Email: [ashworth@lakenorman.org](mailto:ashworth@lakenorman.org)