

Job Description for Internship @ the Hickory Nut Gorge Chamber of Commerce – Lake Lure Visitor Center

Reports Directly To: Tourism Manager

This position requires a person with the skills needed to oversee the promotion of Hickory Nut Gorge as a tourist destination.

The Candidate will serve as an “Ambassador” for the Hickory Nut Gorge Chamber of Commerce and will set the tone for how the community and guests to the community judge our area; therefore the person in this position must keep a positive attitude and be optimistic in their outlook at all times.

The Candidate must have an outgoing personality, good oral communication skills and be able to multi-task. The candidate must be computer literate, to include a working knowledge of Microsoft or equivalent e-mail software and Microsoft Office Suite, including Excel. The candidate is not only responsible for various office tasks, but may be asked to assist with a variety of marketing duties and special events.

Education:

Must be currently enrolled in and working toward a Degree in Hospitality & Tourism, or a closely related field.

Hours:

Hours will vary each week, but will be at least 25 hours per week. Candidate must be available to work weekends.

JOB RESPONSIBILITIES:

Visitor Center & Volunteers

Candidate Must:

- Exhibit the highest standard of professionalism and keep all Personnel and Membership information confidential.
- Greet visitors as they enter the Visitor Center and answer questions in a polite, cheerful manner. Provide all visitors with the information they need, including directions, maps, brochures, restaurant listings, lodging information, and ideas and suggestions of “things to do”.
- Be able to work well with volunteers and maintain a pleasant atmosphere in which volunteers can work.
- Maintain up-to-date list of available rooms at lodging establishments for weekends and holidays.

- Contact businesses when their stock of rack cards is low.
- Be responsible for all items “for sale” in the Visitor Center, such as Biltmore House tickets, Go Blue Ridge Cards, Posters & Postcards, Sweatshirts, and more. This will include collection of money and credit card transactions.
- Be able to communicate accurate information to all business entities regarding wall ad space, membership information, etc.

E-mail and Mail:

- Email upcoming event information and all other items of interest to the entire Membership, Board of Directors and Volunteers on an as needed basis.
- Respond to all visitor inquiries, either in person, email or by telephone.
- Follow up, in person, email or by telephone, on any inquiries regarding the Visitor Center within twenty-four (24) business hours.
- Record all inquiries for brochures in the Brochure Request Log.
- Mail brochures to those requesting them and reply to those e-mails indicating when their brochure was or will be mailed.
- Record the number of visitors coming to the center.
- Have guests and visitors complete the visitor survey forms.

Compensation: This is a non-paid position for students who need intern hours to complete their course of education.