



GUAM FAMILIARIZATION TOUR COORDINATOR

Professional Description:

GVB seeks to retain a qualified individual who will work under the marketing department as a Familiarization “Fam” Tour Coordinator to coordinate, plan, arrange, and organize all Guam Fam tours and other markets coordinating activities for additional projects supported by the Bureau. This individual will serve as the main point-of-contact between the Fam tour group, GVB, and Guam’s tourism partners.

The independent agent will serve as GVB's Fam Tour Coordinator to perform the services in the essential duties and responsibilities as outlined and inclusive of other duties not listed below, for compensation as per the negotiated and agreed fee, upon authorization by GVB.

Qualifications/Requirements:

- Bachelor’s degree in Sales or Marketing and/or related field from an accredited college or university or any equivalent combination of experience and training which provides the knowledge and ability to perform fully the work involved with the position
- Possession of a valid Guam Business License and proof of insurance
- Possession of a valid Guam Driver’s License

Essential Functions:

- In collaboration with senior management and Director of Global Marketing, develops and recommends a full schedule or itinerary to support the visiting groups; receives direction and assignments from the Director of Global Marketing as well as meet with the marketing team on communication support and current needs
- Receives and reviews requests from overseas offices with completed media or travel agency Media profile forms
- Makes recommendations to the respective Marketing Manager and or Marketing Coordinator and then Director of Global Marketing
- Sends out correspondences and solicitation letters on behalf of the Bureau to members in good standing
- Communicates directly with GVB members and interested companies to sponsor specific groups
- Negotiate and work closely between the Marketing department, GVB members and interested companies to support the Fam Group and their initial requests
- Inspects various facilities for the Bureau to ensure it meets the needed requirement of the groups arriving
- Compiles responses for Fam Tour requests to discuss and provide recommendation to management on decision on choice venue
- Coordinates and consults with GVB members, various businesses to arrange all needs of visiting Fam Group(s)



- Sends solicitation letters through the GVB Customer Relationship Management System (CRM) (guam.simpleviewcrm.com) via mass email requests to members relevant to the request(s) and project(s) with copy to Director of Global Marketing
- Must email to the addresses listed on the GVB Membership directory and verified by the GVB CRM
- Must fax to members listed on the GVB Membership Directory and verified by the GVB CRM
- Ability to work with the marketing staff to ensure email and fax information is accurate
- Compile information and provide report to the GVB Marketing Department on the most qualified respondents based on their ability to provide for the group's preference and requirements specified on the request
- Reference the Familiarization Tour Accommodations Utilization Master Ledger from the Marketing Administrative Assistant and submits with "Fam Tour Respondent Ranking Form" to the Director of Global Marketing for final approval
- Prepare notification letter of selection signed by the Director of Global Marketing and proceed to send via fax or email to the selected company
- Prepare letters of regret for non-selection signed by the Director of Global Marketing and must send letters via fax or email to all remaining respondents
- Must maintain an updated log sheet with all Fam Tour requests throughout the Fiscal Year
- Work directly with selected companies to collect In-Kind Contribution Forms
- Must maintain an In-Kind ledger for all Fam Tour Groups by market to be submitted to the Director of Global Marketing
- Work with the companies from start to finish to secure all arrangements
- Serve as the primary point of contact for the specific ongoing Fam Tour and throughout the FAM Tour duration
- Responsible for handling all questions regarding the Fam Tour and their needs and requirements
- Must accompany specific Fam Tours to include any hired Tour Guide or Ground Handler who would be counted in the pax total for every Familiarization Tours, as required by the Bureau
- Must provide a post report after every Fam Tour
- Must provide a projected work schedule when each Fam Tour arrives on island
 - o any changes or adjustment of work hours must be requested, reviewed, and approved by the GVB Director of Global Marketing
 - o A prior written approval by the Director of Global Marketing is required in the event to request for a leave of absence
- Individual must adhere to all GVB policies, procedures, and guidelines
- Perform other related duties as required
- Must comply with GVB Procurement Standard Operating Procedures (S.O.P) and all laws when selecting vendor(s)
- Performs other related duties as assigned



Key Competencies:

- Must be knowledgeable of the Guam Visitors Bureau mission and objectives with the ability to apply it to each Fam Tour
- Project management, collaboration, and resource management skills
- Writing and editing skills, specifically analytical and creative experience necessary to address targeted messages to a variety of audiences
- Experience in Public Relations, highly competent with communications and networking with other tourism industry partners
- Highly organized; exceptional planning skills; and meticulous attention to detail
- Ability to handle multiple projects simultaneously and be able to effectively coordinate with other departments within GVB
- Perform difficult time-sensitive work with the ability to meet deadlines
- Interpersonal skills using tact, patience, and courtesy
- Familiarity and knowledge of industry topics, members of the GVB Board of Directors, delegates, schedules of committee meetings and other GVB-related events
- Knowledge of GVB's purpose, objectives, standards, duties, and staff obligations to ensure that all material is on time and meets the requirements for submittal in the daily communiqué
- Must be flexible with time and ability to make unforeseen changes with short notice
- Apply policies and procedures related to the assigned duties and responsibilities as required
- Respect and preserve confidential information of work handled by and for GVB

Other Duties:

This professional description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the Familiarization "Fam" Tour Coordinator. Duties, responsibilities, and activities may change at any time with or without notice.