



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 other 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 as enumerated in the Primary Responsibilities herein (not all inclusive), for compensation as per the negotiated and agreed fee, upon authorization by GVB.

Essential Duties and Responsibilities:

- In collaboration with senior management and Marketing Manager, develops and recommends a full schedule or itinerary to support the visiting group; Receives direction and assignments from the marketing manager 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 Officer and then Marketing Manager
- Sends out correspondences and solicitation letters on behalf of the Bureau to members in good standing.
- Communicates directly with 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 and discusses and provides recommendation to management on decision of venue to choose.
- Coordinates and consults with GVB members, various businesses to arrange all needs of visiting Fam Group.
- Sends solicitation letters through the GVB Customer Relationship Management System (CRM) (guam.simpleviewcrm.com) to send mass email requests to

members relevant to the request(s) and project(s) with copy to Marketing Manager.

Essential Duties and Responsibilities (continued):

- Email to addresses listed on the GVB Membership directory and verified by the GVB CRM.
- Fax to members listed on the GVB Membership Directory and verified by the GVB CRM.
- 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 group's preference and requirements as specified on the request.
- Reference the Familiarization Tour Accommodations Utilization Master Ledger from the Marketing Secretary and submits with "Fam Tour Respondent Ranking Form" to the Marketing Manager for final approval.
- Prepare notification letter of selection signed by the Marketing Manager and proceed to send by fax or email to the selected company
- Prepare letters of regret for non-selection signed by the Marketing Manager and sends by fax or email to all remaining respondents
- Keep a log sheet to be updated with all Fam Tour requests throughout the Fiscal Year.
- Work directly with selected companies to collect In-Kind Contribution Form/s
- Keep a Ledger of the In-Kind for all Fam Tour Groups by market to be submitted to the Marketing Manager
- Work with all the companies to secure all arrangements.
- Serve as Point of contact for the specific Fam Tour going on and its duration.
- Handle all questions regarding the Fam Tour and their needs and requirements.
- Accompany specific Fam Tours regardless of any hired Tour Guide or Ground Handler and count them in for any total number of pax for every Familiarization Tours, as required by the Bureau.
- Provide a post report after every Fam Tour.
- Provide projected work schedule when each Fam Tour arrives on island. Any changes or adjustment of work hours must be requested, reviewed and approved by the GVB marketing manager and shall require the written approval of the marketing manager as in the case of leave of absence.
- Adhere to GVB policies and procedures;
- Perform other related duties as required.
- Must comply with GVB Procurement Policies & Procedures when selecting vendor(s)

Key Competencies and Experience

- Must be knowledgeable of the Guam Visitors Bureau mission and objectives 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 in 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, and meet deadlines notwithstanding work volume;
- Interpersonal skills using tact, patience and courtesy.
- Familiarity with industry topics, names of GVB Board of Directors and delegates, and schedules of committee meetings and other GVB-related events.
- Complete familiarity with 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 communiqués.
- Respect and preserve confidential nature of work handled by and for GVB.
- Flexible with time frames and able to make changes with very short notice.
- Apply policies and procedures related to the assigned duties and responsibilities of the position.
- Possession of a 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.