

EAU CLAIRE AREA CONVENTION & VISITORS BUREAU (VISIT EAU CLAIRE)

EMPLOYEE OF TEMPORARY EMPLOYMENT AGENCY ASSIGNED TO VEC

JOB TITLE: Eau Claire Road Crew

JOB TYPE: Part-time

HOURS: Varies – Projects based – 10-15 Hours/week

SCHEDULE: Varies; mostly nights, weekends, and holidays

PAY: Hourly

REPORTS TO: Director of Operations

COLLABORATES WITH: Visit Eau Claire Marketing Team

OVERVIEW: The EC Road Crew is responsible for promoting the Eau Claire area at all Eau Claire-Stream (Visit Eau Claire’s mobile marketing center) events.

Gain knowledge in experiential marketing by showcasing Eau Claire experiences at several tourism-driven events throughout the Midwest.

SPECIFIC DUTIES:

- Participate in meetings leading up to Eau Claire-Stream events.
- Attend all designated Eau Claire-Stream events
- Execute special promotions and activities to generate excitement and engagement at events and through social media and interaction with patrons.
- Answer/Assist with questions from visitors and local residents about upcoming events, lodging, area attractions, etc.
- Participate in all training opportunities
- Assist with and organize Eau Claire-Stream events
- Ensure all vehicles are regularly cleaned and maintained
- Ensure that all goals set out for the Eau Claire-Stream are achieved
- Capture photos, videos, and other content of promotions at all events
- Reconcile inventory for each event
- Ensure storage shed is regularly cleaned and maintained

ADMINISTRATION:

- Maintain a cohesive working relationship with all other personnel to ensure a unified and effective promotional effort.

- **Maintain a well-informed working knowledge of the attractions and services available in the area to visitors and acting as a liaison between these entities and the visitor.**
- **Other responsibilities, as delegated by the Executive Director**

JOB REQUIREMENTS:

- **A personal commitment to excellence, professionalism and creativity**
- **Ability to respond to questions from executive management, clients, customers and the general public.**
- **Must be able to lift 60 pounds. Must have own dependable transportation.**
- **Professional attire required at any time the Convention & Visitors Bureau is being represented, except by special permission from the Executive Director. (Fun Patrol attire will be provided by Visit Eau Claire).**
- **This job regularly requires evening, weekend, and holiday work**