



Title: Visitor Services Assistant Manager

Reports To: VP, Member & Visitor Services

About Visit Alexandria

Visit Alexandria is the City of Alexandria's not-for-profit destination marketing organization (DMO), promoting Alexandria, Virginia, as a premier destination for tourism and meetings. Our purpose is simple but powerful: we showcase Alexandria to the world by highlighting its character, culture, and creativity, which attracts visitors who strengthen our economy and community.

At the heart of our culture are our values—Teamwork, Strategy, Creativity, Inclusion, and Joy—which guide how we collaborate, serve our community, and welcome the world. These values shape not only how we market Alexandria but also how we show up for our members, visitors, and one another, every day.

Position Summary

The Visitor Services Assistant Manager leads the daily operations of the Alexandria Visitor Center and ensures the delivery of exceptional hospitality to every guest. This role manages frontline team members, oversees scheduling, merchandising, and financial transactions, and works closely with Visit Alexandria members to design engaging visitor experiences. The Manager is responsible for collecting and analyzing visitor data, entering data into the CRM system, and sharing feedback to enhance both the visitor and member experience. By combining operational oversight with creativity and community engagement, the Visitor Services Assistant Manager strengthens Alexandria's reputation as a welcoming, vibrant, and dynamic destination.

Essential Duties and Responsibilities

Visitor Center Operations

- Oversee all daily operations of the Visitor Center, ensuring it remains a welcoming, inclusive, and informative space for guests.
- Manage staff scheduling, opening/closing duties, and staff coverage for holidays, evenings, and weekends.
- Ensure timely deposits, POS system accuracy (Square), and compliance with financial procedures.
- Handle escalated customer service concerns with professionalism and hospitality.
- Maintain facility appearance, including activations and seasonal décor and merchandising that are tied to citywide events, campaigns and other promotions.

Staff Supervision & Training

- Recruit, train, and supervise part-time visitor center staff, ensuring service excellence and strong/extensive knowledge of tourism in Alexandria.
- Provide ongoing coaching to frontline staff, emphasizing top-notch hospitality and consistency.
- Oversee adherence to policies, procedures, and hospitality standards.



Visitor & Member Engagement

- Collaborate with members to develop and feature new visitor experiences and promotions.
- Engage with members regularly to identify updates, promotions, and happenings to share with visitors.
- Create promotions & events at the Visitor Center to drive traffic and enhance the guest experience.
- Collect and analyze visitor feedback to improve services and inform organizational strategy.
- Ensure accurate and timely visitor data collection and entry into the CRM system to track trends and engagement.

Merchandising & Promotions

- Oversee product selection and merchandising in the Visitor Center gift shop, ensuring relevance and alignment with current events, seasonal activities, and major citywide happenings.
- Manage purchasing, inventory, and visual presentation to maximize sales and enhance the visitor experience.

Administrative Responsibilities

- Track and maintain inventory of visitor guides, brochures, and promotional materials.
- Coordinate delivery of promotional collateral to members, hotels, and community partners.
- Ensure visitor inquiries (email, phone, and in-person) are handled promptly and professionally.
- Prepare weekly schedule for visitor center team
- Prepare reports on visitor traffic, sales, and engagement for internal use.

Qualifications

- 2-3 years of experience in customer service, retail, hospitality, or tourism, with at least 1 year in a supervisory role
- Strong background in delivering exceptional hospitality and customer service.
- Experience in staff training, scheduling, and performance management.
- Proficiency in Microsoft Office and POS systems (Square preferred).
- Proficiency in CRM systems, with ability to track and analyze visitor data and member touchpoints.
- Strong attention to detail, organizational skills, and ability to manage multiple priorities.
- Outstanding interpersonal and communication skills, with a collaborative and professional approach.
- Bachelor's degree preferred but not required.
- Flexible availability, including evenings, weekends, and holidays.

Compensation and Work Environment

- Salary - \$45,000 - \$48,000
- Full insurance package including health, dental, vision and disability



- 401(k) match up to 12% after one year
- 12 days paid vacation in Year One, increasing to 17 days in Years Two to Five, and 22 days in Years Six and beyond
- 14 ½ paid holidays
- Up to 12 days of paid sick leave per year
- Paid parental leave
- Paid parking or equivalent Metro public transit benefit
- Monthly reimbursement toward mobile phone bill

We welcome all to apply and are committed to hiring, developing, promoting, and retaining diverse talent. Our culture is collaborative, celebratory, innovative, inclusive, and accountable. We work hard, but there is genuine respect for work-life balance, health, family, service, and flexibility.

To Apply: Please send a cover letter and resume to apply@visitalexva.com with "Visitor Services Assistant Manager" in the subject line. Please include how you learned about this job posting.

No unsolicited phone calls, direct messages to staff or office visits, please.