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TELEMARKETING SPECIALIST

Nature of Work: Under general supervision, at the full performance level, an employee in this class markets and promotes tourism and travel in West Virginia through a telemarketing network consisting of toll-free telephone service and travel tourism brochures and other printed material. In addition to making reservations for lodging, skiing, and rafting, provides routing information, plane/bus/train schedules and information on other tourist attractions and activities in the state. Will be responsible for promoting travel and tourism by "selling" West Virginia with suggestions and destinations, scenic trips, facilities and lodging. Performs related work as required.

Examples of Work

Make customer reservations for lodge rooms, cabins, and camp sites for state parks.

Provides activity schedules for public and private facilities.

Provides information on skiing, whitewater rafting and other major tourist attractions.

Provides travel routing information to and within the state.

Promotes state tourism industry by suggesting destinations, scenic trips, facilities and lodging.

Sells the state tourist attraction by substituting, cross selling and upgrading customer inquiries.

Coordinates the mailing of travel promotion information.

Documents daily activities and collects data for marketing research.

Knowledge, Skills and Abilities

Ability to develop a thorough knowledge of tourist facilities and activities in the state.

Ability to use maps and charts to provide trip routing information.

Ability to maintain a pleasant and professional telephone manner.

Ability to develop selling skills to substitute, cross-sell and upgrade customer inquiries.

Minimum Qualifications

Training: Graduation from a standard four-year high school or the equivalent.

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TELEMARKETING SPECIALIST - Cont'd.

Minimum Qualifications - cont'd.:

Experience: Six months of full-time or equivalent part-time paid experience in customer service, or experience in marketing a service or product that involves direct customer interaction. Experience in the travel industry or hospitality field desired but not required.

Established: 2/23/86

Revised: 9/19/90, 8/27/91, 10/16/93, 9/17/2013

Effective: 9/17/2013