



Visitor Services Coordinator

ABOUT THE POSITION:

Visit Mason City is seeking a warm, organized, and enthusiastic individual to serve as our Visitor Services Coordinator. In this front-facing role, you'll be one of the first points of contact for guests at the Mason City Welcome Center—greeting travelers, answering questions, and helping connect visitors and residents with all that our vibrant community has to offer. This position is ideal for someone with strong communication skills, a heart for service, and genuine pride in Mason City and the North Iowa region.

The Mason City Welcome Center serves as a shared home for Visit Mason City (VMC) and Main Street Mason City (MSMC), and the Visitor Services Coordinator plays an important role in supporting the work of both organizations. In addition to providing exceptional visitor services, this position provides key administrative support to the Executive Director and team and assists with tourism initiatives, downtown programming, community events, marketing efforts, partner engagement, and volunteer coordination.

This is a unique opportunity to help shape the visitor experience while contributing to efforts that strengthen downtown Mason City, support local businesses, build community pride, and position Mason City as a welcoming destination to visit, experience, and enjoy.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- **Visitor Experience & Guest Services**
 - Greet all visitors to the Mason City Welcome Center with a friendly, helpful, and welcoming attitude.
 - Provide accurate, engaging information about local attractions, events, businesses, dining, shopping, recreation, and community services.
 - Respond to inquiries by phone, email, mail, and in person; track and report visitor requests as needed.
 - Promote the Mason City Welcome Center as a go-to resource for visitors, residents, downtown customers, and community partners.
 - Serve as a knowledgeable ambassador for Mason City, downtown, and the greater North Iowa region.
- **Administrative & Office Support**
 - Answer phones and direct calls and inquiries to appropriate team members.
 - Provide general administrative support to Visit Mason City and Main Street Mason City, including data entry, proofreading, filing, scanning, scheduling, correspondence, and preparation of materials.
 - Assist the Executive Director and staff with day-to-day organizational needs, special projects, meetings, and partner communications.
 - Maintain a clean, organized, professional, and welcoming environment within the Mason City Welcome Center.
 - Assist with ordering office supplies and performing light custodial and organizational tasks.

VISIT MASON CITY IOWA

13 N. Federal Avenue, Mason City, IA 50401 • P: 800.423.5724 | 641.422.1663 • F: 641.423.1220
E: cvb@VisitMasonCityIowa.com • W: VisitMasonCityIowa.com

- **Marketing & Resource Management**

- Help maintain accurate visitor and community resources, including websites, online event calendars, business information, and printed materials.
- Organize and update brochure racks; manage brochure inventory and coordinate regular deliveries.
- Assist with the coordination of gift baskets, welcome materials, visitor packets, and welcome booth staffing.
- Support the development and distribution of marketing and informational materials, including visitor guides, mailers, surveys, reports, event materials, and promotional pieces.
- Assist with VMC and MSMC marketing efforts, including promoting tourism experiences, downtown businesses, community events, programs, and initiatives.
- Help ensure information shared through VMC and MSMC channels is timely, accurate, and consistent.

- **Retail & Volunteer Engagement**

- Coordinate Welcome Center retail and gift shop displays and assist with inventory management.
- Assist with volunteer recruitment, training, scheduling, communication, and appreciation efforts.
- Coordinate volunteer activities, including packet assembly, mailing preparation, event assistance, and other organizational needs.
- Build positive relationships with volunteers and help create a welcoming and rewarding volunteer experience.

- **Event & Community Support**

- Assist with the planning, preparation, promotion, and execution of Visit Mason City and Main Street Mason City events, programs, meetings, and special initiatives.
- Support MSMC programming designed to strengthen downtown, engage businesses, attract visitors and residents, and create a vibrant community experience.
- Assist with event logistics, including preparation of materials, registration, set-up and tear-down, volunteer coordination, and on-site support as needed.
- Help communicate upcoming programs, events, and opportunities to businesses, community partners, visitors, and residents.
- Support outreach and engagement with downtown businesses and VMC/MSMC partners.
- Promote Mason City pride by serving as a community and tourism ambassador to visitors, residents, businesses, partners, volunteers, and public officials.
- Support collaborative initiatives between Visit Mason City and Main Street Mason City that enhance the visitor experience, strengthen downtown, support local businesses, and encourage community engagement.
- Assist with identifying and implementing services, partnerships, retail opportunities, and other initiatives that support organizational goals and generate revenue for the Mason City Welcome Center.

PREFERRED QUALIFICATIONS:

- Knowledge of or interest in learning about Mason City and the North Iowa region.
- High school diploma required; post-secondary education in tourism, hospitality, business, communications, or a related field preferred.
- Previous experience in customer service, tourism, hospitality, retail, marketing, or public relations is a plus.
- Excellent verbal and written communication skills.
- Ability to manage multiple tasks, prioritize responsibilities, and meet deadlines.
- Strong attention to detail and proficiency with Microsoft Office (Word, Excel, PowerPoint, Publisher); ability to learn new software.
- Friendly, flexible, and comfortable working in a fast-paced, public-facing environment.
- Valid driver's license, access to personal transportation, and ability to lift up to 40 lbs.
- Willingness to learn and embrace the organization's culture and industry and enthusiastically participate in organization-wide team activities.
- Must possess the ability to work effectively to create and communicate to others a positive image for Mason City area as a destination of choice.
- Ability to exercise independent judgment, discretion, and initiative. Must be able to utilize tact and courtesy in frequent contact with business and industry representatives, government officials, and the general public.

COMPENSATION

- **Salary:** \$36,000 – \$45,000 per year, based on experience and qualifications.
- **Benefits:**
 - 100% employer-paid health, life, short-term, and long-term disability insurance (after three months).
 - 6% salary contribution to a retirement plan.
 - Paid holidays (*11 days/year*)
 - Paid vacation:
 - Two weeks after one year of service (less than five years).
 - Three weeks after five years of service.
 - Paid personal leave:
 - One day for every 30 days of service (maximum five days in the first year, then 10 days per calendar year).
 - Personal leave may accumulate up to 60 days.

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APPLICATION REQUIREMENTS

Candidates must submit:

- Cover letter.
- Resume.
- A minimum of three references (current or past supervisors/managers).
- Minimum salary requested.
- A 300-word article, written by the applicant, highlighting Mason City's key assets and attractions for visitors.

Send by November 5, 2026 to: Visit Mason City, 13 N. Federal Avenue, Mason City, Iowa, 50401 or by email to: cvb@visitmasoncityiowa.com. Inquires by email only; no phone calls please.

ABOUT VISIT MASON CITY: Since 1985, Visit Mason City has served as the community's official destination marketing organization. We are a 501(c)6 non-profit organization led by a full-time staff and Board of Directors. Our team is committed to growing tourism and making positive economic impact in Mason City and the North Iowa region through brand marketing and promotion, event and meeting recruitment, and collaborative partnerships. We are innovative, mission-oriented, visionary, purposeful, and full of community pride.

To apply, please write a 300-word article about Mason City touting the community's key assets and attractions for visitors. Submit your writing sample, cover letter, salary request, resume, and reference sheet noting at least 3 references to: Visit Mason City, ATTN: Lindsey James, 13 N. Federal Avenue, Mason City, Iowa, 50401 or by email to: cvb@visitmasoncityiowa.com. Inquiries by email only; no phone calls please. **Application deadline is November 5, 2026.**

Visit Mason City is an equal opportunity employer, and candidates of all backgrounds are encouraged to apply.

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