



MANAGER OF TOURISM

Full-Time with Benefits

Rivers of Steel Heritage Corporation, which manages the Rivers of Steel National Heritage Area, is seeking a full-time manager of tourism to lead tourism initiatives, including the packaging and selling of inbound group tours, along with management of the sightseeing tours and charters on the *Explorer* riverboat.

POSITION DESCRIPTION

The manager of tourism is an integral position within Rivers of Steel, responsible for smooth operation of the organization's heritage tourism department. This department promotes, books, and executes group tours across a wide variety of themes and interests to showcase southwestern Pennsylvania's cultural and industrial legacy while creating a profound impact on the local economy. Rivers of Steel tours are designed for locals and visitors alike and include both Rivers of Steel's attractions and external tourism partners throughout the region. In addition to managing the receptive tour program, the manager of tourism oversees most public / private programs on the *Explorer* riverboat,

The manager of tourism is responsible for overseeing the development, promotion, implementation, growth, and evaluation of all components of Rivers of Steel's successful tourism business. The manager of tourism works with an established list of clients and regional partners to further build Rivers of Steel's tourism revenue opportunities. The manager of tourism reports to the director of marketing and communications and works in partnership with the director of education, the director of administration, and interpretive specialists to advance Rivers of Steel's outreach, marketing, promotion, and sales of inbound destination tourism and in-house tours. The tourism coordinator, a full time position, reports to the manager of tourism; the manager of tourism also works closely with a number of part-time staff who function as tour guides for sightseeing tours, step-on guides for motorcoach tours, and site coordinators at Rivers of Steel's attractions, including the Carrie Blast Furnaces National Historic Landmark (NHA), the Pump House, the Bost Building NHA, the *Explorer* riverboat and the W.A. Young & Foundry and Machine Shop NHA.

This position requires a detail-oriented person, with an established knowledge of the tourism industry in Pittsburgh and western Pennsylvania.

External Relations

- Function as Rivers of Steel's primary sales agent, attending travel shows and soliciting the tour operators in the motorcoach industry and responding to inquiries from pre-formed groups
- Cultivate tourism partnerships, working with community partners, attractions, accommodations, and venues within Rivers of Steel's receptive services region
- Further tourism initiatives on the regional level working with visitors bureaus, and collective organizations, such as *Destination: Greater Pittsburgh*
- Represent Rivers at industry trade shows, lectures, open houses, podcasts, and special events to develop business opportunities
- Position the organization as a leader in economic development, preservation, and tourism through engagements with B2B clients and by contributing blog content, web copy, marketing materials, sales proposals, virtual tour content, etc. when engaging directly with consumers.

**RIVERS
OF STEEL**

623 East Eighth Avenue
Homestead, Pennsylvania 15120

412.464.4020 riversofsteel.com

Program Creation & Logistics

- Design travel experiences and manage comprehensive tour logistics for groups visiting Pittsburgh region, working with a large network of travel industry partners
- Develop and refine creative and unique experiential itineraries, with content creation support from Rivers of Steel's tour guides and interpretive specialists
- Lead and direct cross-functional teams of clients, vendors, internal colleagues, and direct reports to create and deliver meaningful and memorable programs and special projects, while stewarding project timelines and budgets.
- Ensure smooth programs after the sale, being the primary point-of-contact for clients and working with the tourism coordinator to manage the flow of information to vendors / partners
- Ongoing management, and annual hiring / training, of a team of part-time tour guides to serve as step-on guides and as narrators for the public sightseeing cruises on the riverboat, prioritizing safety, customer service, quality, and experience.
- Other duties as assigned.

This full-time position is based at Rivers of Steel's main office at the Bost Building, located at 623 E. Eighth Avenue, Homestead, PA 15120.

QUALIFICATIONS

Qualified candidates will possess the following attributes:

- Project management and organizational skills, displaying accuracy in individual work
- Relationship-building skills, reflecting the ability to effectively communicate with clients, tourism partners, vendors, visitors, and staff
- Strong writing and communications skills
- Point of sale (POS) and customer relationship management (CRM) database experience paired with digital problem solving skills
- Ability to create and maintain systems that keep the client and vendor booking process on track
- Hospitality-minded approach to customer service
- Comfortable working independently and collaboratively
- Demonstrated ability to make self-directed decisions and prioritize responsibilities
- Strong computer proficiency and experience with all Microsoft Office applications, the Google Workspace, and other office software; experience with Altru / Blackbaud a bonus
- Respect for confidentiality
- A positive attitude and a personable, outgoing persona
- Enthusiasm for Rivers of Steel's mission; demonstrated passion for arts and culture, history, community engagement, and / or tourism—as an ambassador of Rivers of Steel, applicants are expected to enjoy working with the public and develop an evolving knowledge of the organization's and the region's cultural assets

REQUIREMENTS

Applicants should have four (4) or more years of relevant or commensurate experience. Applicants with a B.A. or B.S. from an accredited college or university is preferred. Nonprofit and tourism / group sales experience is a plus. Proficiency with computers, including writing and revising text and formulas in Microsoft Word and Excel is essential. Candidates should be comfortable using the telephone and learning new software systems.



Applicants must be able to work well under pressure and meet deadlines that vary in volume from day to day. Daily and weekly hours during tour season may vary. Knowledge of Pittsburgh and western Pennsylvania's, cultural and historic attractions and visitor attractions is a plus.

PHYSICAL DEMANDS AND WORK SCHEDULE

- Candidates must possess a valid Pennsylvania driver's license, and have a reliable vehicle available for work use
- Must clear all applicable Commonwealth of Pennsylvania background checks, including Pennsylvania State Police, Pennsylvania Child Abuse History, and FBI fingerprinting
- All employees are required to be fully vaccinated for COVID-19 or submit to a weekly COVID test.
- Ability to undertake some physical activity and work including light lifting, and to accompanying tour bus groups on and off buses, assisting groups at various attractions, hotels and restaurants.
- Availability to work weekdays and occasional evenings / weekends and holidays
- Some travel required and flexible work hours during tour season.
- During the continuing COVID-19 pandemic, the organization is prioritizing employee and visitor health, offering employees the ability to work from home during times of peak transmission.

ABOUT RIVERS OF STEEL

Founded on the principles of heritage development, community partnership, and a reverence for the region's natural and shared resources, Rivers of Steel strengthens the economic and cultural fabric of western Pennsylvania by fostering dynamic initiatives and transformative experiences.

Rivers of Steel showcases the artistry and innovation of our region's industrial and cultural heritage through its historical and 21st-century attractions—offering unique experiences via tours, workshops, exhibitions, festivals, and more. Behind the scenes, Rivers of Steel supports economic revitalization, working at the grassroots level to deepen community partnerships, promote heritage tourism, and preserve local recreational and cultural resources for future generations.

APPLICATION INSTRUCTIONS

Please provide a detailed resume and cover letter delineating your relevant experience to employment@riversofsteel.com.

Applications will be accepted until the position is filled; however, applications received on or before June 15, 2022 will receive priority consideration. Only applicants most closely qualified for the position will be contacted for an interview.

Rivers of Steel is an equal opportunity employer and does not discriminate in hiring, transferring, promoting, terminating, paying, training, benefits, or other actions affecting employees. Rivers of Steel does not make any personnel decisions based on race, color, sex, age, national origin, religion, ancestry, marital status, veteran's status, non-job related disability or handicap, or other prohibited criteria.

SALARY & BENEFITS

Rivers of Steel offers a competitive salary and employee benefits compensation package, including health, retirement, vacation, and leave time.

