

Franklin Locals Job Description

(Revised: February 1, 2019)

Overview

Serves as a concierge engaging guests visiting Historic Downtown Franklin. Franklin Locals will search out opportunities to create memories for guests, proactively engage guests to welcome them, and provide information and exceptional service.

Responsibilities

- Extend classic Southern Hospitality to all visitors in Historic Downtown Franklin. Provide exceptional customer service by being friendly, knowledgeable and exceeding expectations.
- Recruit and train volunteers who love Historic Downtown Franklin and want to make a difference in the visitor experience.
- Increase the economic vitality of our community by offering friendly, knowledgeable assistance to all who visit Downtown Franklin on a daily basis.
- Proactively track frequency and quality of visitor engagements to continue to improve the quality of the Franklin Locals program.
- Exhibit the Core Values of the Franklin Locals program: Trustworthy, Helpful, Genuine, Excellence, and Southern Hospitality
- Actively engages the guests while communicating approved information regarding Historic Downtown Franklin and the City of Franklin's history.
- Responds to guests' questions regarding Historic Downtown Franklin businesses, restrooms, location of the Visitors Center; avoiding sharing personal opinions or other undocumented information.
- Directs guests to the Visitors Center to obtain brochures, visit their gift shop and learn more about Williamson County tourism.
- Be familiar with Historic Downtown Franklin businesses, Williamson County attractions and points of interest.
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Qualifications

Training, Branded Items

- Attend the Williamson County Convention & Visitors Bureau's Ambassador Program. (1/2 Day)
- Attend the Downtown Franklin Association's Franklin Locals Training Program. (1/2 Day)
- Purchase from Twine and wear approved clothing to identify you as a Franklin Local while volunteering.
- Wear the Franklin Locals badge on a lanyard provided by the City of Franklin while volunteering.