



## POSITION DESCRIPTION

**TITLE:** Front Desk Associate

**REPORTS TO:** Executive Director

**CLASSIFICATION:** Full-Time, Non-exempt; part-time will be considered.

### THE GENERATOR OVERVIEW:

The Generator is an innovation hub powered by Go Forward Pine Bluff. The Generator houses a coworking space, a makerspace and a digital space with the latest in technology. It is a space that creates a fun environment where risk-taking, imagining, problem-solving, discovery, collaboration, and exploration brings the community of Pine Bluff together to learn and grow.

The purpose of The Generator is to generate economic growth through programs, partnerships, and technology.

The mission of The Generator is to empower makers, dreamers, and doers that generate a thriving and inclusive community by providing space, tools, and programs to encourage innovation and entrepreneurship.

The Generator's values are to generate Growth, Entrepreneurship, Networking, Empowerment, Resources, Advocacy, Technology, and Education.

Through experiences at The Generator, individuals and the community are engaged in building relationships and developing businesses and innovative ideas to contribute to the economic growth of the region, as well as eliminating barriers along the way – creating a collaborative, diverse and inclusive entrepreneurial ecosystem in Pine Bluff and Southeast Arkansas.

The Generator activities are aimed at:

- Promoting innovation and entrepreneurship in Pine Bluff and throughout the region with special emphasis on minority innovators and entrepreneurs.
- Training the next generation of innovators by providing entrepreneurial education using the Lean Start-up methodology.
- Serving as a coordinating hub to integrate and efficiently leverage existing entrepreneurial support resources in the region, the state, and the nation. The Generator is a member of the Rural Innovation Network, a program of the Center on Rural Innovation in Vermont, as well as RuralRISE, a nationwide alliance of entrepreneurial ecosystem builders.
- Raising the level of digital skills in the community.
- Bringing visibility to Pine Bluff as an attractive location for the creation of businesses.

The Generator is located at the corner of Main Street and 5th Avenue, 435 S. Main Street, Pine Bluff, Arkansas 71601

### SUMMARY:

The Front Desk Associate (FDA) will be a passionate champion for the visitors and members, and responsible for setting the stage for an incredible experience at The Generator. This position provides outstanding service necessary to welcome the community to The Generator to ensure the support the sustainability of The Generator.

FDA will be outgoing, flexible and detail-orientated, able to greet visitors and members and process their admission, membership, program registration, and access to The Generator. The FDA should have the ability to take the initiative and prioritize multiple competing tasks, have excellent time management skills and the ability to work in a fun, fast-paced environment, ensuring a positive public image at all times.

**ESSENTIAL FUNCTIONS:**

- Keeps informed of The Generator's overall operations and effectively communicates that information to visitors, members and volunteers.
- Greets visitors and members to The Generator with a positive, helpful attitude.
- Contacts team members regarding visitors and assists visitors in finding their way around The Generator.
- Helps maintain workplace security by maintaining visitors' and members' logs.
- Answers incoming calls in a professional manner and directs calls to appropriate personnel in a timely manner.
- Ensures excellent communication with visitors and members.
- Cultivates and maintains good relationships with internal and external patrons.
- Provides excellent customer service.
- Assists the Executive Director and other personnel with additional projects that may arise.
- Prepares meeting and training rooms.
- Manages the database of visitors and members, including capturing attendee data, follow-up surveys, and usability of data.
- Keeps updated records and files.
- Assists the Executive Director to schedule and evaluate the performance of all Front Desk volunteers.
- Assists the Executive Director and other team members in the implementation and management of the social media plan; oversees social media engagement.
- Assists the Executive Director and other team members in measuring the success of every social media campaign.
- Stays up to date with the latest social media best practices and technologies.
- Works with The Generator team to ensure social media content is informative, appealing and accurate.
- Assists the Executive Director and other team members with the planning and execution of events to ensure all events are of the highest quality.
- Assists the Executive Director and other team members to conduct follow-ups with event attendees to survey their satisfaction with the events.
- Assists the Executive Director and other team members with the promotion of events and programs, including creating brand approved images, social media content, utilizing community calendars, maintaining event pages, etc.
- Performs basic website updates under the guidance of the website designer.
- Provides office support including organization, office supplies, managing invoices and receipts, etc., as needed.
- Assists the Executive Director in managing the selection, ordering, inventory and merchandising of café products that appeal to The Generator's visitors and members.
- Assists with The Generator special event operations as assigned.
- Participates in Staff on Duty rotation
- Works a varied working schedule including weekdays, weekends, some evenings and some holidays.
- Perform other duties as assigned.

**QUALIFICATIONS:**

- High School Diploma or GED certificate required. 2- or 4-year degree in Marketing, Social Media Marketing and/or Customer Service preferred.
- Minimum age of 18 years at the time of hire.
- Candidate must successfully demonstrate leadership qualities and an impeccable work ethic.
- Proficient in English (oral and written).
- Preferred reception desk experience.
- Required customer relations experience.
- Equivalent combinations of education and experience will be considered.

**KNOWLEDGE:**

- Understanding and practice of The Generator's mission and goals.
- Knowledge of and skill in the operation of computer fundamentals and business software, including email, database, spreadsheet, presentations, and word processing software.
- Knowledge and understanding of computer data entry.
- Knowledge of and ability to maintain hard copy and computer filing and record-keeping systems.
- Must be able to professionally handle a multi-line phone system.
- Knowledge of Eventbrite, Mailchimp, & Canva, or other related applications.
- Knowledge of social media marketing.

- Experience using social media platforms for brand awareness and impressions.
- Knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media best practices.
- Familiarity with web design and publishing to be able to communicate with The Generator’s web designer.

**SKILLS/ABILITIES:**

- Excellent telephone, written and interpersonal communication skills.
  - Excellent organizational skills in both physical and electronic formats.
- Ability to deal with complaints in a professional manner and give accurate information.
- Ability to operate common office equipment including computer, printer, calculator, telephone, photocopy machine, fax machine.
  - Creative imagination and vision to promote The Generator.
  - Ability to work with minimal supervision, handle multiple tasks, and meet deadlines.
  - Ability to work as a team-player with The Generator team and establish good interdepartmental relationships.
  - Ability to be professional and courteous in all interactions with the general public, educational community, and professional guests; comfortable interacting with senior management, high-level donors, and all other members of our diverse community.
  - Ability to act with tact and diplomacy at all times.
  - Ability to generate a friendly, upbeat, high-energy level, and positive attitude among the team.
  - Ability to set, communicate, and maintain high performing customer service practices.
  - Ability to maintain a professional appearance.
  - Punctual, neat and accurate in work habits; precise and detail-oriented.
  - Ability to adjust to a flexible work schedule including nights, weekends and some holidays.
  - Bilingual ability is desired, but not required.

**EFFORT:**

- Position requires considerable time standing, walking, reaching, bending and stretching.
- Position requires effective communication with visitors and members, and The Generator and GFPB teams.
- Position requires reading, working at a computer and processing information, and sitting, climbing, and stooping.

**WORKING CONDITIONS:**

- The work is performed in a lobby with a moderately noisy environment.
- As an initiative of GFPB, Inc., employment at The Generator is governed by GFPB, Inc.’s Employee Handbook.
- This position is designated as a safety/security-sensitive position. The Generator requires reference/background screening and pre-employment drug testing for all positions. It is also subject to random drug and alcohol screening.

**DISCLAIMER:**

This document does not create an employment contract, implied or otherwise.

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The responsibilities listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. The Generator reserves the right to revise or change position duties and responsibilities as necessary to accommodate changing organizational needs.

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The Generator does not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.

**Questions? Email Mildred Franco at [francomildred@goforwardpb.org](mailto:francomildred@goforwardpb.org)**