



OPPORTUNITIES IN HOSPITALITY & TOURISM IOWA CAREER PATHWAYS



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**COMMUNITY COLLEGES &
WORKFORCE PREPARATION**
PROSPERITY THROUGH EDUCATION

This project was completed by the Iowa Department of Education, in support of the Future Ready Iowa Initiative, through a public/private collaboration with the Iowa Restaurant Association Education Foundation, Iowa Hotel and Lodging Association, Iowa Gaming Association, Iowa Travel Industry Partners, Iowa Wholesale Beer Distributors Association, Iowa Tourism Office and Iowa Association of Career and Technical Education. Quantitative research was conducted to identify the most common occupations in hospitality and tourism-related fields in Iowa, in addition to a series of online surveys and virtual focus groups with employers, educators and other stakeholders. This direct feedback and support was vital in building job descriptions and employer expectations, while the included education and wage levels are averaged based on labor market intelligence gathered from across the state. Project manager and lead content creator: Joseph Collins, Workforce Education Consultant, Iowa Department of Education.

FOREWORD

Iowa's hospitality and tourism professionals feed and nurture our minds, bodies and spirits, bringing people together each and every day through their products and services. Whether eating a delicious pork tenderloin, visiting an award-winning winery or brewery with friends, relaxing at a day spa or waterpark or simply taking a well-deserved night away from the kids, residents and visitors of our great state expect and rely on the best quality products, services and hospitality professionals to get them through the day. This demand is expected to continue to grow along with changing consumer preferences for contactless ordering, delivery and consumption of food, entertainment, lodging and other products and services. As this resource describes, many traditional occupations are being reimagined and new occupations are being added to keep pace and to continue providing these much needed and critical products and services.

To meet these and similar workforce needs of industries across Iowa, the Governor's Office established the Future Ready Iowa Initiative with a goal of 70 percent of Iowans possessing education or training beyond high school by 2025. To support this important initiative, the Iowa Department of Education partnered with the Iowa Restaurant Association Education Foundation, Iowa Hotel and Lodging Association, Iowa Gaming Association, Iowa Travel Industry Partners, Iowa Wholesale Beer Distributors Association, Iowa Tourism Office and Iowa Association of Career and Technical Education to develop this career pathways resource to highlight a wide range of exciting career opportunities in Iowa's hospitality and tourism industries.

A challenge to readers of this document, from students just beginning to learn about jobs to adults with extensive work experience who may be looking for a career change, is to drop any preconceived notions or ideas they may have about this industry. With an expansive list of career options, diverse work environments and innovations in technology, this industry offers much more than most Iowans realize.

No matter your experience, background, personality or interests, you will find great opportunities in these fields and related careers that offer a good paycheck, pride in helping to support your community, being an important part of people's lives, huge potential for secure and long-term career growth and the ability to transfer those skills anywhere in the world.

Download these pathways and additional resources at CareerPathways.EducateIowa.gov and FutureReadyIowa.gov.



WHAT HOSPITALITY & TOURISM MEANS TO ME

Through a series of focus groups and surveys, we asked Iowans what it means to work in hospitality and tourism. Below are a few of the responses we received. As reflected in the words and quotes provided, this industry is made up of proud, passionate and hard-working people.

“ We help people make memories that will last a lifetime. ”

“ I get to go on adventures every day with our guests. ”

“ I help feed members of our community and that means something. ”

“ There is a real sense of community in this industry that you don't see anywhere else. ”

“ I like working outside and not being tied to a desk all day long! ”

“ I love to travel, so it only makes sense that I love to help other people travel! ”

“ I love seeing the smiles kids have on their faces when they leave our museum. ”

“ These are skilled that can be used on any job and anywhere. ”

“ Every day presents a new challenge and things to do. ”

“ The experiences and memories we provide families are invaluable. ”

“ We make an honest living while helping those in our community. ”

“ I like knowing that what I do actually improves the lives of people in my community. ”

“ I love this job and wouldn't trade it for anything in the world! ”



WHAT HOSPITALITY & TOURISM MEANS TO ME



ERIC G. - MARKETING COORDINATOR FOR RIVERSIDE CASINO & GOLF RESORT (RIVERSIDE)

"After moving to Iowa in 2017, I visited Riverside Casino & Golf Resort and realized that the lively atmosphere and friendly staff presented an opportunity to pursue a new career path. My previous background was in communications, so I decided to interview for a front-of-house position in the marketing department to get my foot in the door. Each day can often be its own adventure as a casino resort marketing coordinator. My main tasks include managing and creating content for our social media channels, responding to guests' online reviews and helping create materials and displays for our promotional drawings. I like the freedom to be creative, to try new things and to interact with our guests. I am also currently working toward my MBA through the University of Iowa, which has given me even more knowledge into the business side of things to help me eventually reach a director's position within our Elite Casino Resorts company."



ASHLEY H. - MOTORCOACH OPERATOR FOR CIT SIGNATURE TRANSPORTATION (AMES/DES MOINES)

"I provide a positive travel experience for my passengers to a wide variety of locations in Iowa and across the country. I've had students on a field trip, active duty military personnel, conference attendees, wedding guests and so much more on our buses. Every day presents a new opportunity to travel to new locations and experience new things. I love meeting people and getting to add to their experiences by making their travel fun. I enjoy driving, but am open to someday maybe becoming a tour guide or tour planner."



CHRIS S. - COMEDIAN/ACTOR/OWNER FOR SCHLICK COMEDY (DAVENPORT)

"I knew at an early age I wanted to entertain people for a living. I loved telling jokes, acting in school plays and performing at talent shows. I began doing open mic nights and stand-up comedy while studying communications, theatre and secondary education in college and it confirmed that this was the career for me. It's so energizing being on that stage! I started Schlick Comedy in 2016 to branch out further and have been doing a lot on social media. I've found that I also really like doing the video editing and organizing events like our Tomfoolery on Tremont series. Nothing makes me happier than making others laugh."



ISABELLA S. - RESTAURANT MANAGER FOR CAFÉ DODICI (WASHINGTON)

"My mother opened Café Dodici in 2004 when I was in high school and I have worked in nearly every role of our business since then. Now as a Restaurant Manager I do a little bit of everything to support the three areas of our business in a coffee shop, restaurant and overnight suites. Most days involve things like taking orders, making reservations, serving customers, restocking or arranging shelves, making work schedules and training and monitoring staff. I also spend most mornings promoting our business on social media, creating and sending out our e-newsletter and updating prices and menus. I really appreciate the variety and flexibility the job offers. Some days I need to be at work at 6:30 AM and others at 11:00 AM or later. I am able to travel or take care of personal appointments during week days that would not be possible with a more traditional job. I'm very active in our community and have big plans to continue to promote our great town to visitors."



TECHNOLOGIES OF THE FUTURE

Although there are already some amazing and innovative hospitality and tourism technologies in use across the state, below are a few additional examples that have the potential for creating new and exciting career opportunities. These technologies further fuel the need for a skilled workforce with advanced computers, information technology and critical thinking abilities. Behind every new or improved technology are real people who set up, operate and maintain them to provide the best possible experience for our guests, customers and visitors to Iowa.

ADVANCED ROBOTICS & AUTOMATION

Robots, artificial intelligence and autonomous equipment or machinery are able to complete a growing number of job duties, tasks or services, such as preparing or cooking food, cleaning rooms or facilities, providing security or monitoring support and delivering products or goods. These new or improved intelligent machines and other collaborative robots, or “cobots”, provide a safer, quicker and more efficient experience for their human professional counterparts by assisting with repetitive or tedious tasks, complicated data collection and analysis, handling heavy or hazardous materials or equipment and working in extreme or severe weather conditions or environments. The next time you sit down at a restaurant to enjoy a juicy cheeseburger, drive through a café for a perfectly mixed caramel macchiato or have a pizza delivered by a driverless vehicle, you may be faced with the question of whether or not to tip the robot that carefully prepared or served it for you!



CONTACTLESS ORDERING & SERVICE

Many types of businesses have changed their products or service models to keep pace with changing consumer demands around contactless ordering, service and delivery. Some restaurants, bars, cafes and fast food chains now operate with minimal staff, many of whom may never actually interact directly with customers. These professionals are instead offering or preparing food, beverages, products and other services from behind the scenes while interacting with customers via mobile applications or devices, digital ordering kiosks within a lobby or seating areas and storing finished orders in designated and locked pick-up locations or sites that can only be accessed by digital token or code. Some hotels, resorts, spas and other lodging establishments or service providers also provide access to rooms, services and other guest-controlled locations, such as pools, gyms and spas, through mobile applications, proximity tokens or other digital means.



VIRTUAL & AUGMENTED REALITY TOURISM

Iowans and our guests are able to experience an increasing number of locations, sites, destinations, amusement parks and other experiences either in-person with enhanced augmented functionality or from the comfort of their home through virtual reality. Although sometimes pre-recorded and posted online for access, download or use, some businesses or destinations also offer personalized virtual tours for individuals or groups to ask questions directly of tour guides or escorts, experience events or shows in real time and have a similar experience as if they were there in-person for travelers unable or unwilling to travel to a location due to time, cost, health or other constraints. A growing number of customers also want to participate in tours of virtual or digital worlds, which can sometimes be recreations of historic sites or monuments, such as the bridges of Madison County, or completely digital worlds that offer the ability to do and experience things not possible in the physical or real world. This new digital frontier and the blending of our physical and virtual realities offer immense potential and will require a skilled and trained workforce to plan, develop and maintain them.

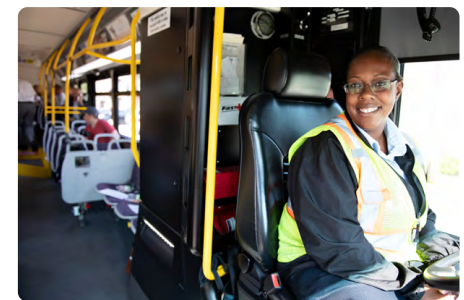


MIND, BODY & SPIRIT – IOWANS MAKE A DIFFERENCE, AS WELL AS A GREAT PAYCHECK!

Iowa's hospitality and tourism professionals play a critical and often overlooked role to provide nourishment for our minds, bodies and spirits. Their actions, products and services provide the necessary rest, relaxation, entertainment, activities and food or beverages to keep everyone happy, healthy and productive. There are not many careers that offer this ability to make a direct and immediate difference in someone's life each and every day.

Although these professionals know the impact they may have on their communities, and sometimes visitors from around the world, they often don't boast about it enough. Iowans are no strangers to adversity like flooding, tornadoes and blizzards that are often difficult to predict or track. The unprecedented 2020 Iowa Derecho alone caused billions of dollars of damage across the state, leaving hundreds of thousands without food, water, power or shelter and afraid. Many families were also reeling from a pandemic that continues to present challenges for access to food, supplies and services. Countless dedicated and courageous staff from hotels, restaurants, distilleries and other skilled professionals and businesses rallied together to provide temporary shelter, feed their neighbors, provide therapeutic services, develop hand sanitizer or other safety equipment and begin pulling our state back together piece by piece.

Hidden under these often selfless and impactful acts is another great benefit of this industry: job security. Unlike the extreme weather cycles here in Iowa, there will always be demand for safe, secure and reliable food, beverages, lodging, entertainment and other related products and services. Although technologies, user preferences and other aspects may change over time, skilled and trained professionals will always be needed to provide these products and services to maintain or improve our mental, physical and spiritual health.



INNOVATIVE EDUCATION & TRAINING SOLUTIONS

REGISTERED APPRENTICESHIP PROGRAMS LET YOU EARN WHILE YOU LEARN!

A growing number of Iowa employers offer flexible training or work options to fit varying schedules, learning preferences and career goals. Many careers highlighted in this document have a corresponding Registered Apprenticeship option that offers hands-on training and related technical instruction (RTI) that allows Registered Apprentices to earn a paycheck from day one. Look for the Earn & Learn logo for a career that is apprenticeable. Visit EarnAndLearnIowa.gov to learn more about these great opportunities, view testimonials from actual apprentices in Iowa and fill out a form to be contacted by a representative from a local IowaWORKS field office for a direct conversation. Work is also underway to develop exciting training opportunities through youth apprenticeships and new Quality Pre-Apprenticeship programs.



Iowa also consistently has the highest number of high school students jointly enrolled in a community college program in the nation, providing students the opportunity to earn college credit and sometimes even full industry-recognized credentials while still in school. A growing number of careers even include options to begin on-the-job training in high school or through one of Iowa's 15 community colleges, saving further time and money, allowing students and workers to begin planning for their future and earning a paycheck sooner. One such example is offered below, but there are many more across the state as Iowa's employers partner with education and training providers to develop our skilled workforce of the future.

IOWA PROSTART PROGRAM – DEVELOPING THE RESTAURANT & FOOD SERVICE LEADERS OF TOMORROW

The Iowa Restaurant Association Education Foundation strives to develop the best and brightest talent into tomorrow's restaurant and food service leaders. One way to achieve this goal in Iowa has been to implement the nationwide, two-year high school ProStart program that unites the classroom and the restaurant/hospitality industry. Currently residing in 30 high schools and servicing over 1,500 youth across the state, the Iowa ProStart program prepares students for entering the workforce directly upon graduating from high school or for pursuing a degree at the post-secondary level.

Throughout the program, students have access to mentoring opportunities, participate in competitions, earn paid work experience, build strong professional networks, take field trips and so much more. Educators also have access to professional development workshops focused on teaching industry standards and opportunities to work in the industry, learning first-hand what it's truly like to work in restaurants and other hospitality venues.

In addition to earning transferable and career-ready skills, ProStart program completers also often earn higher wages and have the opportunity to earn college credit ranging from five to 15 credit hours with most of the Iowa community colleges that offer hospitality and restaurant management degree programs. Some of these schools even offer scholarships to students that vary in amount depending on the number of program levels a student has completed.

“The restaurant and hospitality industry’s top challenge is finding employees. It is critical to the future of this industry to build awareness NOW among youth about the tremendous career paths so abundant, lucrative and viable in our industry, which moves more people into the middle-class with salary ranges between \$45,000-75,000 quicker than any other industry in the overall economy.”

— May Schaben, Executive Director
Iowa Restaurant Association Education Foundation



EXPERIENCE + ENTREPRENEURSHIP - A PATH TO BE YOUR OWN BOSS

Hospitality and tourism fields offer the potential for starting a business and one day being your own boss. A mixture of hard work, skilled trade knowledge and industry experience opens the door to business opportunities that often do not exist in other industries or that would take much longer and cost significantly more to achieve.

While education is a critical aspect of being successful in these fields, it is often to supplement what is being learned through shorter, more focused skill development opportunities and hands-on experiences from an internship, Registered Apprenticeship or other direct work experience. Professional licensure or certification may also be necessary for some occupations, depending on aspects such as location or type of products and services being offered.

Budding entrepreneurs are also able to market their services and speak directly to current and potential customers much more quickly, easily and cheaply with social media and digital marketing tools. Specialized funding or support may even be available through partners like the **Iowa Economic Development Authority**, **Iowa SBDC** and **U.S. Small Business Administration** to help plan, launch and strengthen restaurants, hotels, attractions and other types of businesses.

The diagram to the right highlights a common pathway for someone wanting to start a business as either their own company and direct service provider or that provides contracting and oversight services for other companies, processes or attractions. Although not the only route for ambitious and driven entrepreneurs in Iowa, many appreciate learning on the job, having less student loan debt and working at their own pace.



ON-THE-JOB TRAINING/EXPERIENCE
(Restaurant Worker/Front End Support)



SUPERVISOR/LEADERSHIP ROLE
(Restaurant Manager)



BUSINESS OWNER/CONTRACTING
(Restaurant Owner/Operator)

IOWA ENTREPRENEUR SPOTLIGHT



Millisa Reynolds - Event Planner/Owner of Okoboji Events (Milford)

"I grew up in the Okoboji area, which is heavily rooted in Hospitality and Tourism. My family and friends were all involved in the industry in one way or another and it was just natural for me to join that workforce. I fine-tuned my skills for a while before deciding to launch my own company Okoboji Events in 2021 to offer full-service and fully customizable event and travel planning services. Each day is different and my duties range from creating social media campaigns to consulting with clients about specialty events. My most common events include weddings,

fundraisers and small business development events. I coordinate the décor, food and beverage options, theme, entertainment, vendors and timeline. I also arrange lodging, transportation, outside services, design marketing materials, coordinate with media and manage invitations and guests lists. Nothing beats the feeling of accomplishment at the completion of a successful celebration. I plan to grow my business and continue to coordinate with local organizations to enrich special events that highlight the area I am fortunate enough to call home. I love being a part of the happiest moments of people's lives and allowing them to be in the moment while I take care of everything else."



DIVERSE WORK ENVIRONMENT OPTIONS – YOU WORK WHERE?

Modern hospitality and tourism fields offer the ability to research, design, produce, maintain and support a wide range of products, services, attractions or projects and associated technology or equipment in a growing number of locations or work environments, either indoors or outdoors, year-round. In addition to preparing food in a kitchen or serving guests from a front desk, these professionals may work in offices, warehouses, arenas and maybe even from the comfort of their homes to provide food, shelter, entertainment and joy to those in their community, and sometimes around the world.

The table below offers a few examples of environments or areas of focus that offer some of these new and exciting opportunities. Each occupation description throughout this document is also clearly labeled to assist the reader with finding one that may fit their personality or interest type. As our world becomes more connected and technology continues to expand, so will the types of work environments and the ways in which we work. Which fits you best?

Work Environment	Description
Mobile/Remote	Professionals have the opportunity to be primarily outdoors while handling, providing and distributing various products, resources, goods or services in a local, regional or national area. May also include remote locations for venues, events, catering, deliveries or service requests.
Attraction/Amusement	Sites designed to attract visitors by providing entertainment, amusement and leisure. Examples may include amusement parks, tourist attractions, welcome centers, water parks and casinos. Most work is generally conducted indoors in a temperature-controlled environment, but may include outdoors as well.
Restaurant/Food Service	Restaurants, cafeterias, bars, coffee shops and other eating and drinking establishments that produce or sell various products, resources, goods and materials for consumption or use by different types of customers. Most work is generally conducted indoors, but may include some outdoors as well.
Residential/Personal	Homes, apartments, living communities and other residential dwellings or facilities that involve interacting with members of the public while in the field. Mixture of indoor and outdoor work, depending on type of products or services being cooked, provided, delivered, installed or maintained.
Warehouse/Storage	Locations that focus on the safe, accurate and secure handling and storage of food, equipment, products and other perishable or non-perishable goods, resources and materials before they are sold, shipped, transmitted, consumed or otherwise used. Most work will be conducted indoors, sometimes in a restricted, refrigerated or other controlled environment.
Business/Office	Secure office environment with reliable access to power, telecommunications, inventory controls and other computer or database systems. Advances in remote access systems, mobile ordering and virtual engagement will also expand this area. Most work will be conducted indoors, but may allow for some travel and outdoors.
Hotel/Lodging	Hotels, motels, resorts, B&Bs, camps and other locations that offer lodging and support services for travelers or visitors to an attraction, event, community or other sites and areas. Most work is generally conducted indoors in a temperature-controlled environment, but may include some outdoors as well.
Brewery/Distillery/Winery	Locations dedicated to the brewing or development of beers, wines, liquors and other products or services, including the growing, monitoring, harvesting and processing of related materials or resources, such as grapes, hops, wheat, honey and corn. Offers a balance of indoor and outdoor work, depending on time of year or season.
Spa/Resort	Locations dedicated to providing opportunities or services that provide leisure, relaxation and restorative activities and related products through direct or indirect participation by guests and customers, such as day spas, resorts, massage parlors and wellness centers. Most work is generally conducted indoors in a temperature-controlled environment, but may include some outdoors as well.
Entertainment/Event Center	Locations dedicated to providing an opportunity to participate in, observe or otherwise experience various types of activities or live and pre-recorded events, such as concerts, plays, movies, sporting events, ceremonies, conferences and trade shows. Most work is generally conducted indoors in a temperature-controlled environment, but may include some outdoors as well.
Education/Historical Site	Sites designed to attract visitors for education, preservation, conservation and historical purposes, such as museums, historical sites, art galleries, government buildings and monuments. Most work is generally conducted indoors in a secure and temperature-controlled environment, but may include some outdoors as well when visiting landmarks or taking part in sightseeing tours.
Home/Telework	Many employers allow professionals to work from home, a satellite office and other de-centralized or branch locations that are located closer to home, school, daycare or other convenient locations. Most work likely conducted indoors, but may include some outdoors. Employees may be expected to provide their own reliable and secure internet, phone service and other equipment or technologies.

CAREER INTEREST TYPES - WHAT TYPE OF CAREER MATCHES YOUR PERSONALITY AND INTERESTS?

We are born with certain character traits, while some are developed as we grow and experience new things. There are many different tests or assessments available to help us determine what careers might match our personality or interests. The most common test includes six interest themes based on research by John Holland that can be taken for free at [FutureReadyIowa.gov](https://www.futurereadyiowa.gov). These include the Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C) groups, reflected in the diagram to the right.

After identifying the top three preferred interest areas, a user is left with an interest type, such as RIA, CES, or ECR. Occupations in this document have been labeled with these codes to help readers better understand potential matches for further research and investigation. Don't worry if a career doesn't match exactly to your code as this is not an exact science, but rather a starting point to help guide users in their career exploration process. There are careers for everyone in Iowa's innovative and growing hospitality and tourism fields!



R

REALISTIC

You like to work with your hands and use physical skills including repairing and making things with tools and machines. You prefer working on projects you can see and feel, not what can be imagined or theorized.

I

INVESTIGATIVE

You tend to focus on ideas and enjoy collecting and analyzing information. You are curious and tend to prefer situations with minimal rules or regulations. You tend to like math and science.

A

ARTISTIC

You focus on artistic self-expression, value independence, and are not afraid to experiment with ideas. You enjoy variety and tend to feel cramped in structured situations. Creativity guides you.

S

SOCIAL

You are highly concerned with people, make friends easily, and are a good communicator. You enjoy working with others to identify and solve problems. You are helpful, friendly, and trustworthy.

E

ENTERPRISING

You are goal-oriented and often provide leadership and a high degree of energy when working with others. You tend to get bogged down by too much science, data, and analytical thinking. You are more comfortable selling and negotiating.

C

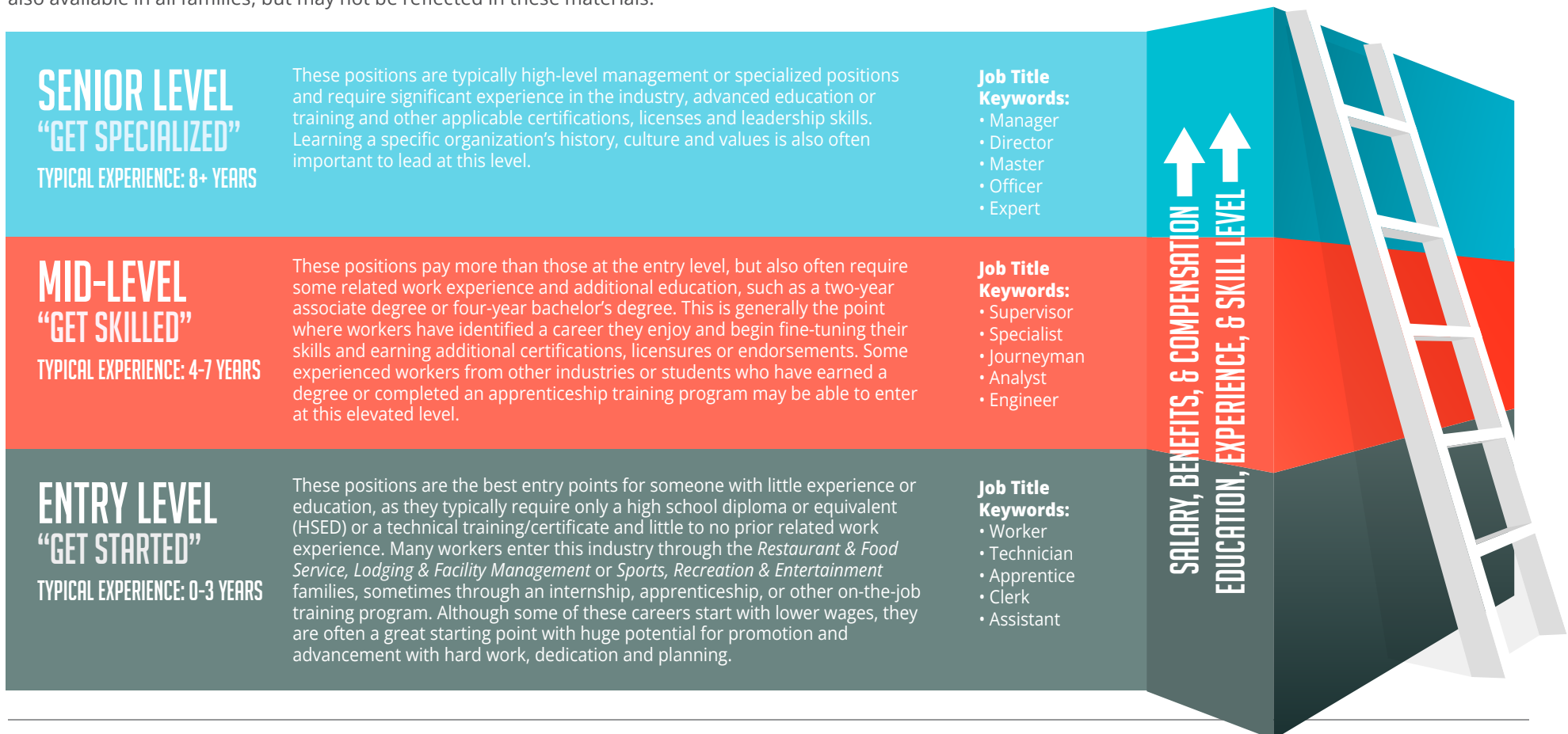
CONVENTIONAL

You pay close attention to detail and work well with numbers and data. You prefer following the rules and working with clear expectations.

USING THESE CAREER PATHWAYS

The information in these pathways is not intended to cover every type of hospitality and tourism-related occupations in Iowa. Rather, it is intended to provide the reader with a high-level view of some in-demand or growing positions. Information has been averaged to help guide the reader in evaluating which of these jobs are of interest and worthy of further research through the online [Future Ready Iowa Career Coach](#) tool, which allows readers to customize wages, education needs and other information based on their location within the state. Additional recommendations for next steps and a career exploration action plan are included at the end of the document.

Occupations have been grouped into the following three levels based on factors such as typical education, experience and wages. Many workers in this industry do not follow a direct pathway within the same occupation family, but rather enter and progress through a wide range of different careers from each area of focus. Actual education requirements, job duties and wage levels will vary from employer to employer around the state. Leadership and management opportunities are also available in all families, but may not be reflected in these materials.



HOSPITALITY & TOURISM OCCUPATION FAMILIES

There are many roles to play in the process for planning, managing and providing quality and safe lodging, food, beverages, entertainment, travel and tourism products, activities and support services in Iowa. Occupations have been grouped by general job duties within these broad roles. With a growing number of innovative solutions and services to help feed, house, entertain and otherwise improve the lives of those in our communities and their guests, which fits you best?



RESTAURANT & FOOD SERVICE - THE PROVIDERS

[Common Interest Types: Realistic, Conventional, Enterprising]

You enjoy creating things! Your ability to work with your hands to cook, mix, refine, invent and serve are top notch. From the point when a guest first enters until the time they leave, you provide great service and products with a smile and always strive to exceed expectations. You are truly a master of your craft and take great pride in seeing the direct impact you have on your community and around the world.



SPORTS, RECREATION & ENTERTAINMENT - THE ENTERTAINERS

[Common Interest Types: Enterprising, Conventional, Social]

You are the star of the show! You can get people on their feet to have fun at venues like concerts, sporting events, museums and casinos or offer much needed care and relaxation services to refresh and rejuvenate the mind, body and spirit. You enjoy working with people to provide amazing experiences and cherished memories.



LODGING & FACILITY MANAGEMENT - THE KEEPERS

[Common Interest Types: Conventional, Realistic, Enterprising]

You're a stickler for the details! Your attention to even the smallest details and desire to follow the rules help to make sure your customers and guests are safe, secure and comfortable during their time with you. Whether resting or preparing before an experience or event, getting the most out of the big day or taking time to recharge afterwards, you're there every step of the way to make a difference.



TRAVEL & TOURISM - THE PLANNERS

[Common Interest Types: Enterprising, Conventional, Investigative]

You makes dreams a reality! Your ability to plan trips, organize out of chaos and support travelers before, during and following trips, tours, vacations and other types of travel make you a real lifesaver. You can also work with lots of different types of officials, vendors and other partners to ensure visitors to your community have a safe, secure and enjoyable experience.



SALES & SUPPLY CHAIN - THE CONNECTORS

[Common Interest Types: Enterprising, Conventional, Social]

You seal the deal! You keep everyone and everything connected and equipped so they can perform at their best and live happy, healthy and productive lives. You provide a reliable, safe and secure method to purchase, store and access the foods, products, tools or services to customers, suppliers, coworkers, and other partners within your community and around the world. Without your problem-solving skills, everything else would fall apart.



MARKETING & TECHNOLOGY - THE COMMUNICATORS

[Common Interest Types: Conventional, Enterprising, Investigative]

You can see the bigger picture! People present you with a problem, idea or goal and you find a way to get it done. Your outgoing personality, curiosity and creativity helps companies create new or improved products and services that will be valued and purchased. You also serve as the connector between your company and customers, providing support and services so that everyone wins.



Many of the professionals in the *Restaurant & Food Service* family receive specialized training in a specific area, such as cooking, brewing beer, wine tasting, catering or mixing drinks and will work together with other service staff and members of the other occupation families to provide patrons, visitors and other types of customers with amazing food, beverages and experiences. Some career opportunities involve learning multiple skill sets, but most are designed to learn and perfect a single craft over time.

A wide range of opportunities are available for any type of person or career interest. Do you prefer to work directly with customers in the “front of house” (i.e. public or dining areas) or more behind the scenes in the “back of house” (i.e. kitchen or staff areas)? Would you like to work indoors at a restaurant or cafe or outdoors with food trucks or catering events? Regardless of your choices, these occupations provide work year round, most of which offer the opportunity for increased wages through tips or sales-based commissions.

Most of these occupations require little formal education, and instead opt for an “earn and learn” training model where skills are learned on the job observing and assisting an experienced or licensed professional, while also taking necessary courses in areas such as food science and safety, business management and other specialized skills. These occupations offer a good entry into this industry with huge potential for advancement with focus, hard work and a willingness to learn.

Someone who enjoys working with their hands, likes to see and feel their work and doesn't want to sit in an office all day would fit well in these careers. They take pride in feeding, serving and improving the lives of those in our communities each and every day.

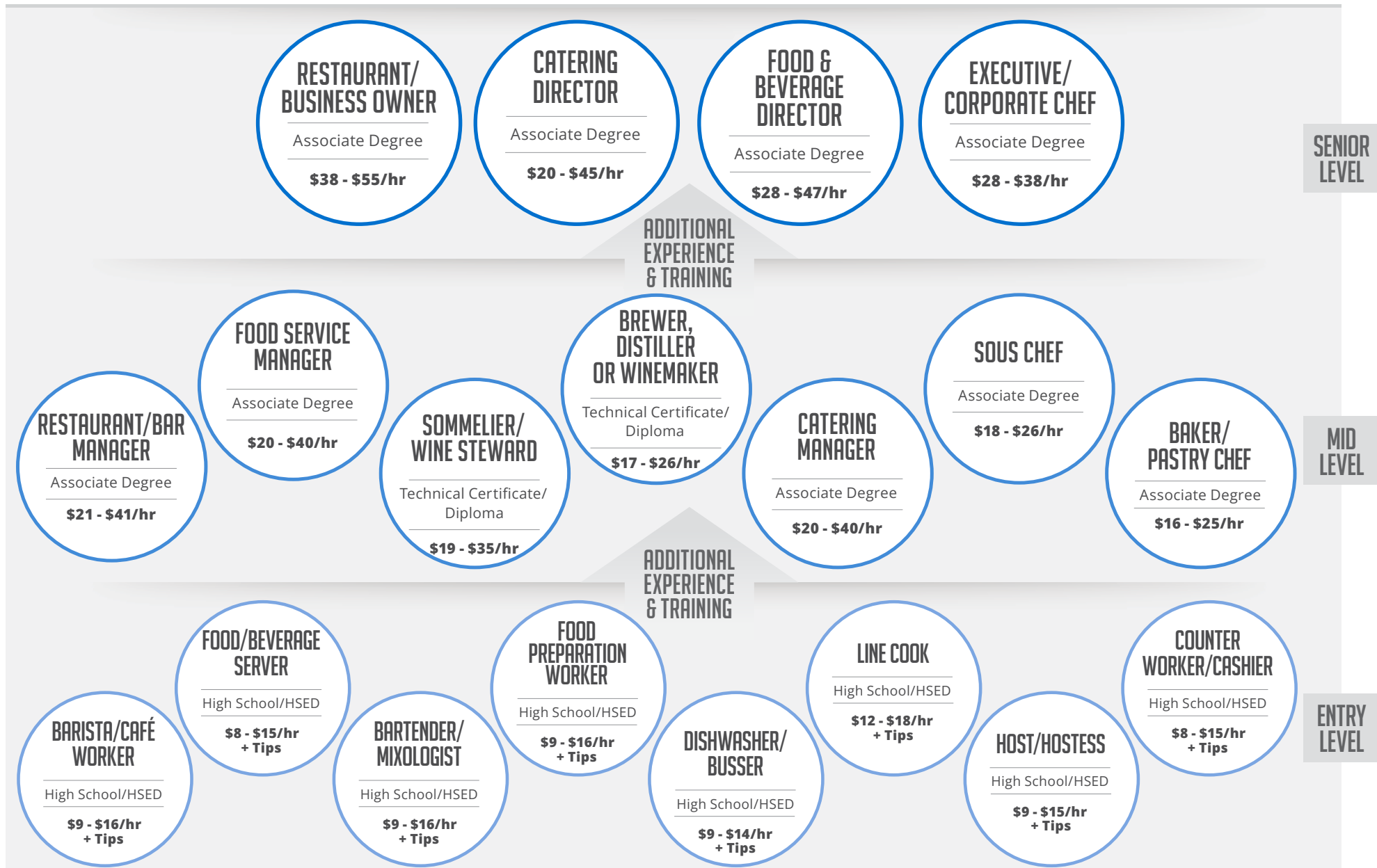


CAREER SPOTLIGHT:

Lynn P. - Chef/Restaurant Owner of Table 128 (Des Moines, IA)

“I grew up on a farm and my first job off the farm was working for a small family type restaurant. I worked as a prep cook and dishwasher on night one, line cook the next, and by the end of the summer had been promoted to Kitchen Manager. I really enjoyed it, especially the flexible hours that allowed me to continue to work while in college. Early on, I didn't really see myself working in the restaurant industry long-term, until a friend opened my eyes to the potential and I took a trip to visit the Culinary Institute of America. The ability to be creative and take beautiful raw ingredients and transform them into a plate or a sequence of plates that brings joy to someone is the thing I like most about my career. I also appreciate the social interactions with my staff and guests and bringing that special experience to the table. Owning a restaurant is hard work, but is so rewarding and worthwhile.”







COUNTER WORKER/CASHIER

ENTRY LEVEL

RCS - REALISTIC, CONVENTIONAL, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$8 - \$15/hour + Tips

Take orders from customers, answer questions, handle cash, credit cards and mobile payments and provide paper or electronic sales receipts. May also serve or prepare food or beverages for customers, such as coffee or sandwiches, clean dining areas or equipment and refill condiments, cups, napkins and other supplies in a fast food, deli, cafe or other type of eating and drinking establishment. May include opportunity for increased wages from tips.

Knowledge & Skills:

- 1) Customer Service & Communication
- 2) Attention to Detail & Basic Math
- 3) Listening & Asking Questions
- 4) Sales & Conflict Resolution
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Fast Food Worker, Restaurant Cashier, Cafeteria Server, Deli Worker, Food Service Worker

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

FOOD/BEVERAGE SERVER

ENTRY LEVEL

SEC - SOCIAL, ENTERPRISING, CONVENTIONAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$8 - \$15/hour + Tips

Take food, beverage and other types of orders by paper, memorization or entering into tablets, computers or other types of technology for transmittal to kitchen staff. Answer questions, provide recommendations, serve food quickly, prepare checks and process payments with cash, credit card or other means. Collect dirty dishes, utensils and glasses from tables or counters for cleaning. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Listening & Asking Questions
- 2) Customer Service & Communication
- 3) Attention to Detail & Time Management
- 4) Sales & Negotiation
- 5) Computers & Technology
- 6) Food Safety & Handling

Similar Roles/Titles:

Server, Banquet Server, Cocktail Server, Food Runner, Food Server

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Lodging, Brew/Wine, Resort, Event Center, Education

DISHWASHER/BUSSER

ENTRY LEVEL

RCS - REALISTIC, CONVENTIONAL, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$9 - \$14/hour + Tips

Safely and carefully gather, transport and wash dishes, utensils, glasses, pots, pans and other items by hand or with dishwashing machines and equipment. Dry, organize and store items in appropriate areas for easy and safe access. May also assist with sweeping or cleaning floors, taking out the trash and maintaining kitchen work areas in accordance with all food safety rules and regulations. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Dish, Utensil & Glassware Care
- 2) Cleaning & Maintenance
- 3) Food Safety & Handling
- 4) Customer & Personal Service
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Dish Room Worker, Table Busser, Kitchen Helper, Barback, Dish Machine Operator

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education

RESTAURANT & FOOD SERVICE

THE PROVIDERS



HOST/HOSTESS

ENTRY LEVEL

ESR - ENTERPRISING, SOCIAL, REALISTIC

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$9 - \$15/hour + Tips

Welcome customers or guests and ask questions to determine seating needs. Identify available options and guide parties to their tables or seating areas. Interact with customers by phone, email, social media or other digital tools to answer questions, take reservations, assist with orders and provide other support services. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Customer Service & Relationships
- 2) Communication & Listening
- 3) Attention to Detail & Basic Math
- 4) Computers & Technology
- 5) Food Safety & Handling
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Greeter, Buffet Hostess, General Teller, Seater, Guest Attendant

Typical Work Environments:

Mobile, Attraction, Restaurant, Lodging, Brew/Wine, Resort, Event Center, Education

FOOD PREPARATION WORKER

ENTRY LEVEL

RCS - REALISTIC, CONVENTIONAL, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$9 - \$16/hour + Tips

Read and interpret orders or instructions from customers or teammates, combine ingredients together to create desired food products, cook or grill meats, veggies or other items, make or fill cups with pre-made drinks and place items into boxes, bags, wrappers or other containers for safe transport. Inspect, clean and sanitize hands, foods, work station and other components or equipment to ensure food safety and quality standards or regulations are met at all times. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Basic Cooking & Food Preparation
- 3) Listening & Following Instructions
- 4) Customer Service & Support
- 5) Computers & Technology
- 6) Communication & Attention to Detail

Similar Roles/Titles:

Food Preparer, Food Runner, Food Service Worker, Grill Cook, Prep Worker

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education

BARISTA/CAFÉ WORKER

ENTRY LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$9 - \$16/hour + Tips

Greet and take drink or food orders from customers face-to-face or a drive through window and read handwritten or electronic instructions from servers and other staff on tablets, computers or other devices. Prepare, mix and serve hot or cold coffee, tea, soda and other specialized or craft espresso drinks, pastries and other types of food or beverages. Keep work area, dishes and utensils clean, sanitized and orderly at all times. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Food & Beverage Safety
- 2) Beverage Mixing & Handling
- 3) Listening & Following Instructions
- 4) Communication & Attention to Detail
- 5) Computers & Technology
- 6) Customer Service & Support

Similar Roles/Titles:

Espresso Mixologist, Café Attendant, Espresso Machine Operator, Coffee Server, Café Specialist

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education

RESTAURANT & FOOD SERVICE

THE PROVIDERS



BARTENDER/MIXOLOGIST

ENTRY LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$9 - \$16/hour + Tips

Greet and take drink or food orders directly from customers or read handwritten and electronic instructions from servers and other staff on tablets, computers or other devices. Prepare, mix and serve alcoholic and non-alcoholic beverages for customers to enjoy. Wash, dry and store glasses, dishes and other utensils. Keep work area clean, sanitized and orderly at all times. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Food & Beverage Safety
- 2) Beverage Mixing & Handling
- 3) Listening & Following Instructions
- 4) Communication & Attention to Detail
- 5) Computers & Technology
- 6) Customer Service & Support

Similar Roles/Titles:

Bar Attendant, Bar Captain, Beverage Specialist, Barkeep, Drink Server

Typical Work Environments:

Mobile, Attraction, Restaurant, Office, Lodging, Brew/Wine, Resort, Event Center

LINE COOK

ENTRY LEVEL

RCI - REALISTIC, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$12 - \$18/hour + Tips

Review orders and prepare or cook to order a variety of foods that require only a short preparation time or that are completed in an assembly line fashion, such as pizzas, sandwiches, fried foods and salads. Assist with preparing products or ingredients for future use, such as cutting meats, cooking soup and brewing coffee or tea. Monitor foods, beverages and other products for freshness or quality and keep work area clean and sanitized at all times. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Basic Cooking & Food Preparation
- 3) Reading & Following Instructions
- 4) Computers & Technology
- 5) Customer Service & Support
- 6) Communication & Attention to Detail



Similar Roles/Titles:

Cook, Caterer, Prep Cook, Short Order Cook, Snack Bar Cook

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center

BAKER/PASTRY CHEF

MID LEVEL

RCI - REALISTIC, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$16 - \$25/hour

Measure, mix and bake ingredients to produce breads, rolls, cookies, cakes, pies, pastries and other baked goods. May specialize in different types of baked goods, desserts or cooking methods. Inspect products before sale for damage, spoilage or other quality control issues. Maintain a clean and safe working environment at all times. May also assist with taking orders, catering events and purchasing supplies.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Inspection & Quality Control
- 3) Cooking & Baking
- 4) Measuring & Math
- 5) Critical Thinking & Problem Solving
- 6) Customer Service & Communication



Similar Roles/Titles:

Desert Chef, Cake Decorator, Dough Mixer, Scaler, Bread Maker

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center

RESTAURANT & FOOD SERVICE

THE PROVIDERS



BREWER, DISTILLER OR WINEMAKER

MID LEVEL

RCI - REALISTIC, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Technical Certificate/Diploma

Work Experience: 4 - 7 years

Wage Range: \$17 - \$26/hour

Carefully and accurately pour, transfer or load specified amounts of refined or unrefined materials and supplies into equipment or containers to create, process or store beers, liquors, wines and other alcoholic or non-alcoholic beverages. Set-up, operate and maintain equipment or machines, such as centrifuges, condensers, fermenters and stills. Monitor the flow, temperature, acidity, pressure and other aspects of materials or products to ensure optimal conditions and quality.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Inspection & Quality Control
- 3) Attention to Detail & Measuring
- 4) Math & Chemistry
- 5) Critical Thinking & Problem Solving
- 6) Computers & Technology



Similar Roles/Titles:

Alcohol Refiner, Beer Maker, Cellar Worker, Distilling Specialist, Batchmaker

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center

SOUS CHEF

MID LEVEL

RIA - REALISTIC, INVESTIGATIVE, ARTISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$18 - \$26/hour

Prepare, season and cook different types of foods or food products, such as soups, meats, vegetables or desserts. Create and explore new types of cuisines or products to meet consumer demands, dietary needs or changing interests. Maintain a clean and safe working area and equipment. May assist with ordering supplies, keeping records and accounts and planning or pricing of menu items. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Cooking & Baking
- 3) Measuring & Math
- 4) Inspection & Quality Control
- 5) Critical Thinking & Problem Solving
- 6) Management & Leadership



Similar Roles/Titles:

Chef, Head Cook, Personal Chef, Kitchen Manager, Culinary Artist

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center

SOMMELIER/WINE STEWARD

MID LEVEL

RIS - REALISTIC, INVESTIGATIVE, SOCIAL

Typical Education/Training: Technical Certificate/Diploma

Work Experience: 4 - 7 years

Wage Range: \$19 - \$35/hour

Provide information, guidance and recommendations for wine service, varieties and food pairing to guests of restaurants, resorts and other eating and drinking establishments. Assist with quality control or authenticity verification through analysis and tastings on-site or through more in-depth testing methods within an off-site kitchen or laboratory. Collaborate with suppliers, wineries and winemakers to renew selections, monitor inventory levels and determine pricing models.

Knowledge & Skills:

- 1) Wine Taste, Variety & Quality
- 2) Inspection & Attention to Detail
- 3) Measuring & Chemistry
- 4) Written & Oral Communication
- 5) Critical Thinking & Problem Solving
- 6) Sales & Negotiation

Similar Roles/Titles:

Wine Expert, Wine Server, Wine Specialist, Wine Program Manager, Wine & Spirits Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Home



FOOD SERVICE MANAGER

MID LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$20 - \$40/hour

Plan, direct and coordinate the activities of an organization or department that serves food, beverages and related products or services, such as restaurants, hotels and cafeterias. Investigate and resolve complaints regarding food quality, service or dining environments and accommodations. Manage inventory, machinery and supplies, including the scheduling, receipt and payment for deliveries.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Management & Leadership
- 3) Time & Project Management
- 4) Inspection & Attention to Detail
- 5) Critical Thinking & Problem Solving
- 6) Sales & Negotiation

Similar Roles/Titles:

Food and Beverage Manager, Food Service Director, Food Service Supervisor, Kitchen Manager, Restaurant General Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Home

CATERING MANAGER

MID LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$20 - \$40/hour

Plan, direct and coordinate the activities of staff who provide food, beverages and related catering products or services at banquet halls, event centers and other indoor and outdoor venues or locations. Provide oversight and guidance on food quality, plating, serving and other aspects for events and catering services to ensure expectations are met and all food safety regulations or guidelines are maintained. Receive and resolve any customer concerns or complaints quickly and efficiently.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Customer & Personal Service
- 3) Time & Project Management
- 4) Communication & Leadership
- 5) Critical Thinking & Problem Solving
- 6) Sales & Negotiation

Similar Roles/Titles:

Catering Supervisor, Banquet Manager, Catering Specialist, Director of Catering, Food & Beverage Director

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

RESTAURANT/BAR MANAGER

MID LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$21 - \$41/hour

Plan, direct and coordinate the activities of all staff for restaurants, bars, diners and other eating and drinking establishments, either as a single location or part of a broader system or chain. Monitor and manage inventory, machinery or equipment maintenance and materials or supplies, including the timely scheduling, receipt and payment for deliveries. May assist with hiring, training and disciplinary actions for staff.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Management & Leadership
- 3) Customer & Personal Service
- 4) Contracts & Inventory Management
- 5) Critical Thinking & Problem Solving
- 6) Budgets & Finance

Similar Roles/Titles:

Food and Beverage Manager, General Manager, Restaurant Director, Site Manager, Regional Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Home



CATERING DIRECTOR

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 8+ years

Wage Range: \$25 - \$45/hour

Plan, direct and coordinate the activities of a restaurant, organization or department that provides food, beverage and related catering products or services. Consult with customers to determine catering needs, menus, timelines, budgets and other aspects for special events or as part of longer-term food and beverage service plans. Coordinate with suppliers, venue locations, servers and other staff or partners to ensure catering services and products meet expectations and lead to repeat business.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Advanced Management & Leadership
- 3) Time & Project Management
- 4) Inspection & Attention to Detail
- 5) Budgets & Contracts
- 6) Sales & Negotiation

Similar Roles/Titles:

Director of Catering, Banquet Director, Catering Executive, Catering Services Director, Senior Catering Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

EXECUTIVE/ CORPORATE CHEF

SENIOR LEVEL

ERA - ENTERPRISING, REALISTIC, ARTISTIC

Typical Education/Training: Associate Degree

Work Experience: 8+ years

Wage Range: \$28 - \$38/hour

Oversee and manage the preparation, seasoning, cooking and serving of various foods and food products, often in restaurants, private homes and special events. Ensure clean, safe and sanitary work environments for all staff. Manage supplies, keep records and accounts and price menu items to ensure long term success and profitability. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Food Safety & Handling
- 2) Advanced Cooking & Baking
- 3) Chemistry & Math
- 4) Communication & Leadership
- 5) Critical Thinking & Problem Solving
- 6) Time & Resource Management

Similar Roles/Titles:

Head Chef, Private Chef, Certified Executive Chef (CEC), Executive Sous Chef, Kitchen Director

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Home

FOOD & BEVERAGE DIRECTOR

SENIOR LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 8+ years

Wage Range: \$28 - \$47/hour

Plan, organize and direct the activities of staff involved in the preparation, cooking, inspection and serving of various foods, beverages and related products or services, often in restaurants, hotels, cafeterias and resorts. Assist with designing unique menus, handling customer complaints, creating company policies and complying with food and safety regulations. May focus on a single location or oversee operations of multiple locations, divisions or properties.

Knowledge & Skills:

- 1) Advanced Management & Leadership
- 2) Communication & Negotiation
- 3) Logistics & Supply Chain
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Project & Time Management

Similar Roles/Titles:

F&B Manager, Food & Beverage Manager, Food & Beverage Planner, Director of Foods & Beverages, Food & Beverage Service Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Home



RESTAURANT/BUSINESS OWNER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 8+ years

Wage Range: \$38 - \$55/hour

Oversee and finance the activities of all staff for restaurants, bars, breweries, vineyards and other eating or drinking establishments and related businesses. Work closely with managers and supervisors on areas like staff recruitment or development, supply and equipment purchasing or maintenance and marketing or community engagement activities. May also assist with securing financial capital, developing contracts and building relationships necessary for expansion or long-term strategic plans.

Knowledge & Skills:

- 1) Advanced Management & Leadership
- 2) Time & Project Management
- 3) Contracts & Budgets
- 4) Sales & Communication
- 5) Critical Thinking & Problem Solving
- 6) Computers & Technology

Similar Roles/Titles:

Restaurateur, Owner/Operator, Winery Owner, Founder, Entrepreneur

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



CAREER SPOTLIGHT

Natasha J. - Server for Rastrelli's Restaurant (Clinton, IA)

"I'm originally from Ukraine, but after marrying a farmer from Iowa we packed up and moved here in 2005. Right away I started taking language classes and thought getting a job would help me learn even faster. I'm a very social person and wanted to be part of my new community so I also began working at Rastrelli's. Although I didn't know much about food and wasn't sure about working in a restaurant, I started out as a salad bar attendant and worked my way up to other roles. I've been here for over 15 years now and never missed a shift. I love this job and was honored to win the Iowa Restaurant Association's Employee of the Year award in 2021."



CAREER SPOTLIGHT

Katie D. - Owner, Hot Air Brewing (Creston, IA)

"We opened the brewery in 2019 as a family friendly environment that also hosts trivia nights, live music, celebrations and community events. Our community didn't have anything like this and we knew it would help to attract visitors and money to the area. We are hoping to continue to expand and help serve the community we love so much."





Professionals in the *Sports, Recreation & Entertainment* family provide carefully crafted activities, experiences and memories that will last a lifetime!

These professionals work closely with their guests, visitors and other types of customers to experience amazing things. Those who love being in the action can sing along at a rock concert, cheer on their favorite sports team or manage big stakes card games while they work. Those who may want to take things a little slower can provide a relaxing massage, educate a museum or art gallery tour group or lead a yoga class in the park. Many of these occupations also offer the opportunity for increased wages through tips or sales-based commissions.

Many of these occupations will require some education or training beyond high school to attain the necessary skills, licensing or expertise to provide the most accurate and best possible experience to their customers. A growing number of employers are beginning to offer more “earn and learn” options though for those with little or no experience, such as internships or apprenticeships.

Someone who enjoys working with others, likes to be involved in their community and doesn't want to sit in an office all day would fit well in these careers. They offer much needed entertainment, care and relaxation services to refresh and rejuvenate the mind, body and spirit.

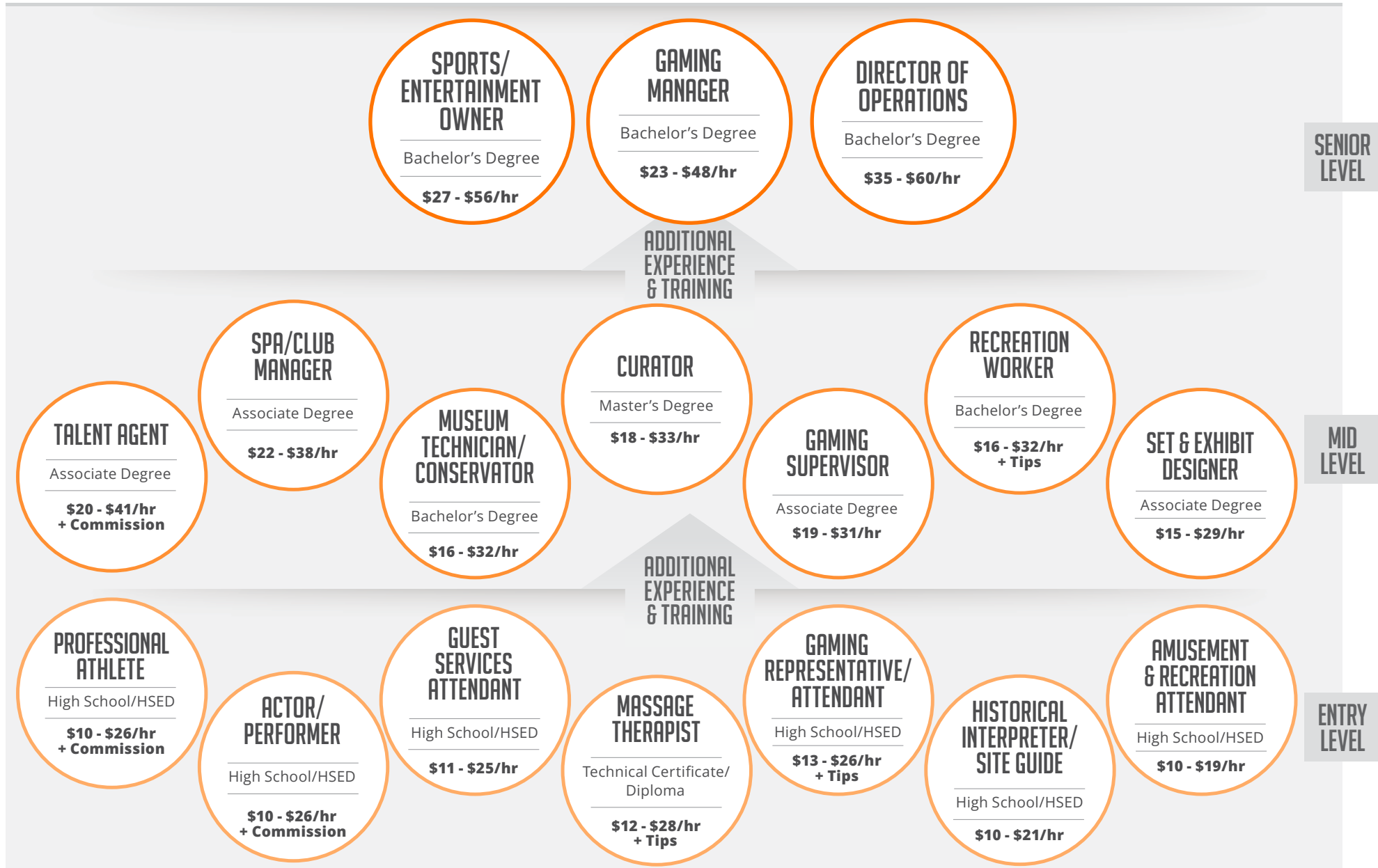


CAREER SPOTLIGHT:

Jindra R. - Table Games Manager for Grand Falls Casino & Golf Resort (Larchwood, IA)

“When a casino opened in our southern Iowa community I knew I wanted to be a part of that excitement. I started working there as a waitress before moving to other roles and eventually to a different location when Grand Falls opened here in northwestern Iowa. It was a second chance to experience the excitement - and the challenges - that come with opening a new property. I now spend most of my time organizing job assignments, teaching new games and skills to our staff of dealers and supervisors and reporting and tracking the play of our guests. I also often serve as the acting Manager on Duty for our property. In this role, I communicate with all other departments to ensure the expectations of our guests are being met and helping to resolve any issues that may arise. The entertainment and excitement that originally enticed me to work in the casino industry is still my favorite part of the job, even after over 22 years. Having the chance to meet people from all over the world, to get to know them, and see the joy they have while visiting our property is very rewarding.”







AMUSEMENT & RECREATION ATTENDANT

ENTRY LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$10 - \$19/hour

Assist customers or visitors to amusement parks, golf courses, ski resorts, and other recreational sites with various duties, such as selling admission tickets, directing to rides or shows and providing information. May also schedule and track the use of facilities, provide or maintain necessary equipment and operate amusement concessions, games and rides. Monitor guest feedback and equipment use, alerting management when necessary of issues or concerns.

Knowledge & Skills:

- 1) Education & Training
- 2) Time & Group Management
- 3) Communication & Negotiation
- 4) Customer & Personal Service
- 5) Critical Thinking & Problem Solving
- 6) Sales & Marketing

Similar Roles/Titles:

Activities Attendant, Golf Course Ranger, Recreation Aide, Ride Operator, Sports Complex Attendant

Typical Work Environments:

Mobile, Attraction, Lodging, Resort, Event Center, Education

HISTORICAL INTERPRETER/SITE GUIDE

ENTRY LEVEL

SEC - SOCIAL, ENTERPRISING, CONVENTIONAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$10 - \$21/hour

Escort or guide individuals or groups through museums, monuments, art galleries and other types of historic sites or destinations. Research tour location or site history, weather conditions, itineraries and passenger skills or abilities to plan appropriate activities, safety precautions and commentary. May also assist with driving vehicles, loading or unloading of luggage and serving food and beverages.

Knowledge & Skills:

- 1) Communication & Active Listening
- 2) Customer & Personal Service
- 3) Time & Group Management
- 4) Critical Thinking & Problem Solving
- 5) Patience & Conflict Resolution
- 6) Organization & Attention to Detail

Similar Roles/Titles:

Museum Guide, Discovery Guide, Docent, Tour Leader, Historian

Typical Work Environments:

Mobile, Attraction, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education

ACTOR/PERFORMER

ENTRY LEVEL

AES - ARTISTIC, ENTERPRISING, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$10 - \$26/hour + Commission

Sing, dance, joke, play instruments and act in live or recorded stage, television, radio, video, social media or other types of productions or events. Use various types of computers, technology, instruments, costumes, props and techniques to modify voice, appearance or behavior to achieve desired results to entertain, inform or instruct viewers. May include opportunity for increased wages through tips, commissions or performance agreements.

Knowledge & Skills:

- 1) Acting & Public Speaking
- 2) Communication & Sales
- 3) Human Behavior & Psychology
- 4) Customer & Personal Service
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Theater Performer, Musician, Comedian, Narrator, Artist

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



PROFESSIONAL ATHLETE

ENTRY LEVEL

REA - REALISTIC, ENTERPRISING, ARTISTIC

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$10 - \$26/hour + Commission

Compete in various physical, intellectual, electronic and virtual sporting events or competitions as an individual or member of a team. Research game strategies, rules, regulations and opposing players or teams. Practice or train to maintain physical or mental abilities and to prepare for competitions. May include opportunity for increased wages through tips, commissions or performance agreements.

Knowledge & Skills:

- 1) Athletics & Professional Competition
- 2) Communication & Public Speaking
- 3) Human Behavior & Psychology
- 4) Customer & Personal Service
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Professional Competitor, Driver, Performer, Competitive Athlete, eSports Player

Typical Work Environments:

Mobile, Attraction, Residential, Resort, Event Center, Home

GUEST SERVICES ATTENDANT

ENTRY LEVEL

CES - CONVENTIONAL, ENTERPRISING, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$11 - \$25/hour

Welcome and provide support for guests, visitors, patrons and other types of customers to sporting, recreation and entertainment events or venues. Assist with making reservations, providing or verifying admission, answering questions, providing recommendations and keeping records or logs. May also support guests visiting by virtual or other means through computers, tablets, social media and other devices or technologies.

Knowledge & Skills:

- 1) Customer & Personal Service
- 2) Communication & Conflict Resolution
- 3) Attention to Detail & Inspection
- 4) Customer & Personal Service
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Information Desk Attendant, Welcome Desk Clerk, Front Desk Agent, Guest Services Associate, Guest Service Agent

Typical Work Environments:

Mobile, Attraction, Restaurant, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

MASSAGE THERAPIST

ENTRY LEVEL

SRE - SOCIAL, REALISTIC, ENTERPRISING

Typical Education/Training: Technical Certificate/Diploma + Professional Licensure

Work Experience: 0 - 3 years

Wage Range: \$12 - \$28/hour + Tips

Meet with customers to discuss massage service needs or goals, identify potential solutions or therapy plans and perform various types of therapeutic massages to provide treatment for medical conditions, injuries or general wellness. May provide services within a spa, resort, wellness center or other centralized location or within residences, living centers or other mobile care sites. May include opportunity for increased wages through tips and require professional licensure.

Knowledge & Skills:

- 1) Massage Therapy & Health Care
- 2) Customer & Personal Service
- 3) Human Anatomy & Biology
- 4) Communication & Sales
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving



Similar Roles/Titles:

Certified Massage Therapist (CMT), Clinical Massage Therapist, Licensed Massage Therapist (LMT), Registered Massage Therapist (RMT), Masseuse

Typical Work Environments:

Mobile, Attraction, Residential, Office, Lodging, Resort, Event Center



GAMING REPRESENTATIVE/ ATTENDANT

ENTRY LEVEL

CER - CONVENTIONAL, ENTERPRISING, REALISTIC

Typical Education/Training: High School Diploma/HSED**Work Experience:** 0 - 3 years**Wage Range:** \$13 - \$26/hour + Tips

Operate table games, virtual games, slot machines and other equipment or machinery at casinos, resorts and other gaming establishments. May specialize in a specific type of game, play style or tools used, such as cards, dice or tiles. Log bets or wages, collect payments, distribute winnings and monitor customer activities or behavior to ensure guest safety, security and entertainment. May include opportunity for increased wages through tips or commission.

Knowledge & Skills:

- 1) Gaming Rules & Regulations
- 2) Customer & Personal Service
- 3) Computers & Technology
- 4) Communication & Conflict Resolution
- 5) Inspection & Attention to Detail
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Card Dealer, Gambling Dealer, Game Attendant, Slot Machine Attendant, Gaming Assistant

Typical Work Environments:

Mobile, Attraction, Lodging, Resort, Event Center

SET & EXHIBIT DESIGNER

MID LEVEL

ARC - ARTISTIC, REALISTIC, CONVENTIONAL

Typical Education/Training: Associate Degree**Work Experience:** 4 - 7 years**Wage Range:** \$15 - \$29/hour

Design special exhibits for museums, art galleries and other locations or sets for live or digital film, video, television and theater productions using computers, tablets and design software. Review scripts or screenplays, confer with directors or producers and conduct research to determine appropriate architectural styles, set designs and other factors to achieve desired results or goals. Ensure all designs are compliant with related safety or building codes, rules and regulations at all times.

Knowledge & Skills:

- 1) Computers & Design Software
- 2) Inspection & Attention to Detail
- 3) Set Design & Blueprints
- 4) Theater & Entertainment Negotiation
- 5) Building Codes & Regulations
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Designer, Exhibit Coordinator, Projection Designer, Scenic Designer, Set Design Specialist

Typical Work Environments:

Mobile, Attraction, Office, Lodging, Brew/Wine, Resort, Event Center, Education

RECREATION WORKER

MID LEVEL

SEA - SOCIAL, ENTERPRISING, ARTISTIC

Typical Education/Training: Bachelor's Degree**Work Experience:** 4 - 7 years**Wage Range:** \$16 - \$32/hour + Tips

Conduct or lead individual or group recreation activities at public gatherings, private parties, living communities, recreation facilities or centers and other venues. Organize and promote activities to residents, members or the general public, such as arts, crafts, sports, games, music and theater. Monitor enrollment or sales, weather patterns and the needs, interests and physical limitations of participants. May include opportunity for increased wages through tips.

Knowledge & Skills:

- 1) Education & Training
- 2) Time & Group Management
- 3) Communication & Negotiation
- 4) Customer & Personal Service
- 5) Critical Thinking & Problem Solving
- 6) Sales & Marketing

Similar Roles/Titles:

Activities Assistant, Activity Aide, Activity Coordinator, Recreation Assistant, Recreation Coordinator

Typical Work Environments:

Mobile, Attraction, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



MUSEUM TECHNICIAN/CONSERVATOR

MID LEVEL

RAI - REALISTIC, ARTISTIC, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree**Work Experience:** 4 - 7 years**Wage Range:** \$16 - \$32/hour

Examine, maintain, preserve and prepare objects in museums, art galleries, historical sites and other public or private locations for storage, research or exhibit, such as paintings, documents, sculptures, fossils, artifacts and relics. Carefully research, clean and restore pieces as closely to their original state as possible. Photograph, record and maintain logs for pieces to ensure safety and security at all times.

Knowledge & Skills:

- 1) Artifact Preservation & Care
- 2) Inspection & Attention to Detail
- 3) History & Anthropology
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Communication & Education

Similar Roles/Titles:

Conservation Technician, Exhibit Technician, Art Conservator, Artifact Preserver, Art Preparator

Typical Work Environments:

Mobile, Attraction, Warehouse, Office, Brew/Wine, Resort, Event Center, Education, Home

CURATOR

MID LEVEL

ECA - ENTERPRISING, CONVENTIONAL, ARTISTIC

Typical Education/Training: Master's Degree**Work Experience:** 4 - 7 years**Wage Range:** \$18 - \$33/hour

Research, plan and organize the purchase, loan, lease, exchange or acquisition, storage and exhibition of collections, such as artwork, collectibles, artifacts and scientific specimens for museums, historical sites, research universities and other locations and institutions. Work with technicians, conservators, historians and other staff to design, install and prepare exhibits and related materials for education, research or other purposes in a safe and secure manner.

Knowledge & Skills:

- 1) Management & Leadership
- 2) Inspection & Attention to Detail
- 3) History & Conservation
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Communication & Education

Similar Roles/Titles:

Collections Curator, Collections Manager, Exhibitions Curator, Museum Curator, Museum Manager

Typical Work Environments:

Mobile, Attraction, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

GAMING SUPERVISOR

MID LEVEL

AIE - ARTISTIC, INVESTIGATIVE, ENTERPRISING

Typical Education/Training: Associate Degree**Work Experience:** 4 - 7 years**Wage Range:** \$19 - \$31/hour

Directly supervise and coordinate the activities of workers at casinos, resorts and other gaming establishments. Move throughout various gaming areas or zones to observe operations, employee coverage, customer behavior and cleanliness of stations and games. Assist with verifying and paying off large winnings or jackpots. Oversee the resetting, repair, replacement and general maintenance of slot machines, video players and other equipment to prevent malfunctions, shorten wait times and ensure guest satisfaction.

Knowledge & Skills:

- 1) Management & Leadership
- 2) Inspection & Attention to Detail
- 3) Computers & Technology
- 4) Communication & Negotiation
- 5) Gaming Rules & Regulations
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Casino Supervisor, Floor Supervisor, Gaming Floor Supervisor, Pit Boss, Games Supervisor

Typical Work Environments:

Mobile, Attraction, Warehouse, Office, Lodging, Resort, Event Center, Home



TALENT AGENT

MID LEVEL

ESC - ENTERPRISING, SOCIAL, CONVENTIONAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$20 - \$41/hour + Commission

Recruit, represent and promote artists, performers, athletes and other entertainers in business dealings with current or prospective employers or customers. Discuss goals with clients, research business opportunities, negotiate contracts, provide financial guidance and assist with other business matters. Coordinate and monitor marketing and branding campaigns by phone, email, TV, social media and other channels. May include opportunity for increased wages through sales, residuals or commission.

Knowledge & Skills:

- 1) Sales & Negotiation
- 2) Time & Project Management
- 3) Marketing & Communication
- 4) Contracts & Finance
- 5) Critical Thinking & Problem Solving
- 6) Sports, Music & Entertainment

Similar Roles/Titles:

Agent, Athlete Marketing Agent, Entertainment Specialist, Talent Representative, Music Agent

Typical Work Environments:

Mobile, Attraction, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

SPA/CLUB MANAGER

MID LEVEL

ESC - ENTERPRISING, SOCIAL, CONVENTIONAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$22 - \$38/hour

Plan, direct and coordinate the activities of staff providing leisure and relaxation products or services within a spa, golf course, resort, country club or wellness center. Coordinate available programs or packages, schedule activities or events, direct on-site or mobile staff and oversee financial activities and budgets. Research trends, feedback, machine or grounds maintenance and identify areas for improvement or expansion to keep pace with customer demands and associated rules or laws.

Knowledge & Skills:

- 1) Leisure & Wellness Activities
- 2) Sales & Negotiation
- 3) Computers & Technology
- 4) Finance & Contracts
- 5) Management & Leadership
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Golf Course Manager, Salon Manager, Spa and Guest Experience Director, Spa Director, Business Manager

Typical Work Environments:

Mobile, Attraction, Office, Lodging, Brew/Wine, Resort, Event Center, Home

GAMING MANAGER

SENIOR LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$23 - \$48/hour

Oversee all business, guest services and gaming operations at casinos, resorts and other venues. Collaborate with gaming supervisors, food and beverage managers, security teams and other staff to ensure guests feel safe, secure and satisfied at all times. Oversee the explanation, adoption and use of house rules by all staff and in accordance with applicable rules, laws or regulations, taking corrective action when necessary to address issues or concerns.

Knowledge & Skills:

- 1) Advanced Management & Leadership
- 2) Inspection & Attention to Detail
- 3) Advanced Computers & Technology
- 4) Communication & Negotiation
- 5) Gaming Rules & Regulations
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Casino Manager, Entertainment Manager, Gaming Director, Director of Entertainment, Casino Director

Typical Work Environments:

Mobile, Attraction, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Home



SPORTS/ENTERTAINMENT OWNER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$27 - \$56/hour

Oversee and finance the activities of coaches, recruiters, performers, trainers and other staff working with professional sports teams, musical groups, production companies and other entertainment businesses. Build relationships within the industry to secure financial capital or investments, set up contracts and stay updated on changing trends, customer preferences, advances in technology and related rules or regulations.

Knowledge & Skills:

- 1) Advanced Management & Leadership
- 2) Entertainment, Music & Sports
- 3) Contracts & Procurement
- 4) Sales & Communication
- 5) Critical Thinking & Problem Solving
- 6) Computers & Technology

Similar Roles/Titles:

Entertainment Manager, Business Owner/Operator, Team Owner, Founder, Entrepreneur

Typical Work Environments:

Mobile, Attraction, Office, Lodging, Brew/Wine, Resort, Event Center, Home

DIRECTOR OF OPERATIONS

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$35 - \$60/hour

Plan, direct and coordinate the general operations of a single business or network of companies. Communicate policies, review financial statements or performance data and plan the use of materials, capital and resources to keep operations running smoothly and profitable. Examine existing operations for opportunities to streamline staffing, processes, systems or procedures to meet operational goals and remain in compliance of all rules, laws and regulations.

Knowledge & Skills:

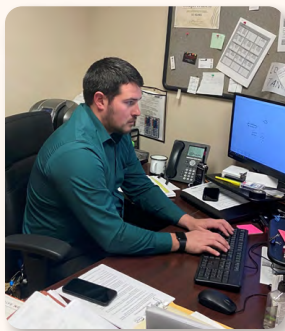
- 1) Advanced Management & Leadership
- 2) Advanced Computers & Technology
- 3) Accounting & Finance
- 4) Contracts & Service Level Agreements
- 5) Project & Time Management
- 6) Negotiation & Sales

Similar Roles/Titles:

Operations Manager, Business Manager, Operations Director, Director of Business Operations, Senior Operations Analyst

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



CAREER SPOTLIGHT

Joseph W. - Casino Operations Manager for Harrah's and Horseshoe Casinos (Council Bluffs, IA)

"My sister had a friend who worked in auditing and she thought I would enjoy this type of work as well. I oversee the day-to-day operations on our casino floor. I manage expenses and labor within our different departments, like slots, beverage and table games. I love helping people. Whether it's a technical issue with a slot machine or helping someone find a new favorite game, I enjoy every aspect of customer service. I plan on returning to school to finish my Bachelor's Degree soon and continue to advance my career within this industry, maybe even run my own casino someday. The entertainment industry offers so many opportunities for anyone interested in a high-energy, fast-paced environment."





Occupations in the *Lodging & Facility Management* family focus on providing safe, secure and comfortable locations and support services for successful lodging, events and other experiences.

Whether a weary traveler looking for a place to rest for the night or a group of savvy business people attending a conference or trade show, these professionals are ready and able to help make sure everything goes according to plan and each experience is a success. From setting up initial reservations or plans to making sure luggage and other belongings get to the right location, these professionals have the opportunity to make a direct impact on their guests in many different ways before, during and after an experience or event.

Many of these occupations require little formal education, and instead opt for an “earn and learn” training model where skills are learned on the job observing and assisting an experienced or licensed professional, while also taking necessary courses in areas such as hotel management, facility maintenance and other specialized skills. These occupations offer a good entry into this industry with huge potential for advancement with focus, hard work and a willingness to learn.

Someone who enjoys helping others, has a good eye for detail and doesn’t mind working inside most of the time will do well in these careers. Advances in technology will also continue to change how these professionals interact with and serve their guests in the future.



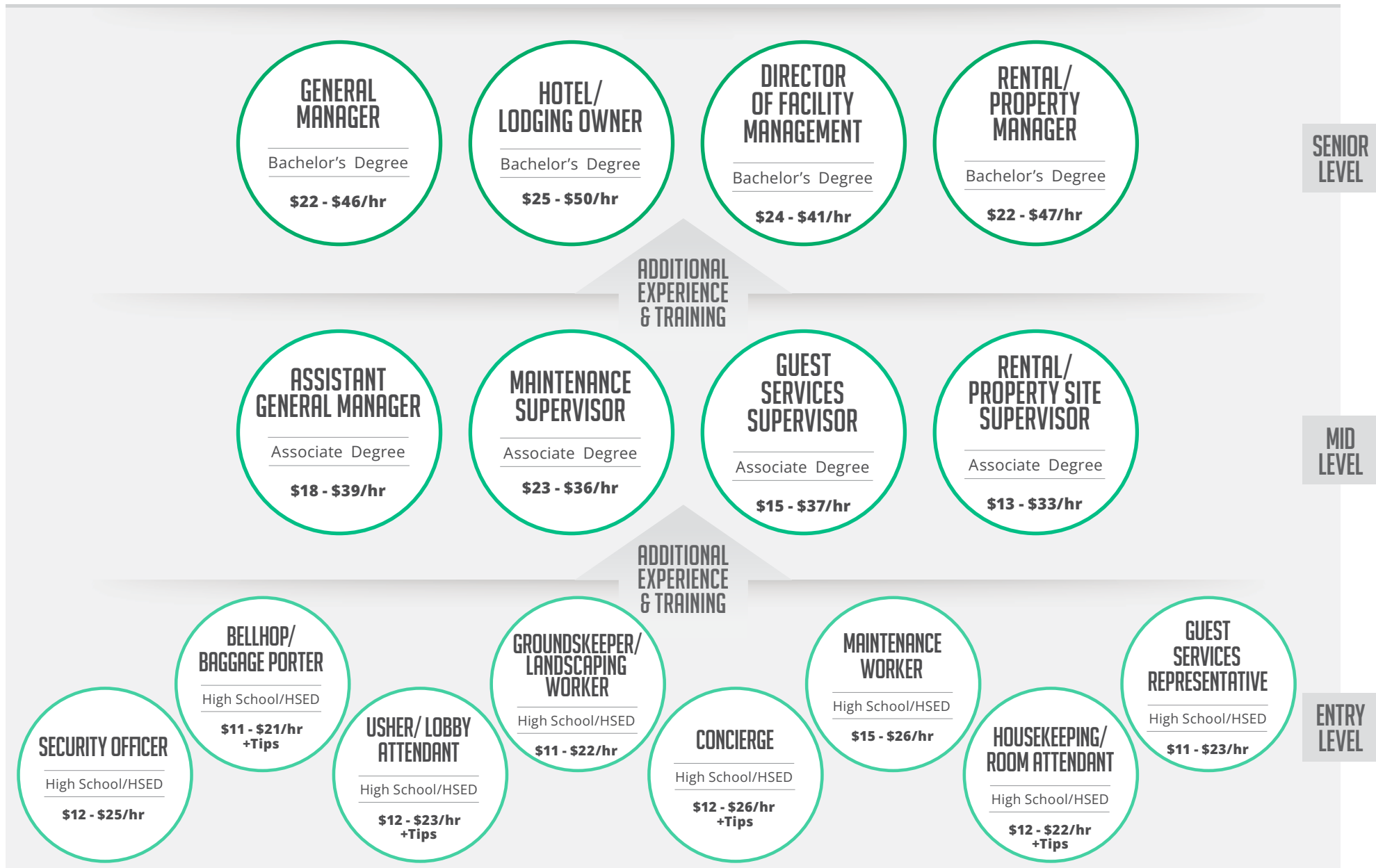
CAREER SPOTLIGHT:

Lauren K. - Front Office Supervisor for the Hotel at Kirkwood (Cedar Rapids, IA)

“I’ve always had a passion for helping others and making people happy, so on my 20th birthday I made a promise to myself to follow my heart and pursue this as a career. I graduated top of my class in the Hospitality Management program at Kirkwood Community College two years later and am now a Front Office Supervisor at the Hotel at Kirkwood. I don’t think people realize how crucial our roles are and how we can have such an impact on our guests. Whether as a dishwasher at a restaurant, front desk agent at a hotel or an event planner at a resort, YOU are what really matters and can play a HUGE role in people’s experiences.”



THE HOTEL
KIRKWOOD CENTER





GROUNDSKEEPER/LANDSCAPING WORKER

ENTRY LEVEL

RCI - REALISTIC, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$11 - \$22/hour

Landscape or maintain the grounds of buildings and properties using hand, power and other types of tools or equipment, such as lawnmowers, trimmers, sheers, hoses and snow blowers. Water, cut, prune or trim grass, trees, bushes, flowers and other types of plants or vegetation that help to calm and provide visual and aromatic stimulation for visitors or guests. Remove waste, debris, litter and other unwanted or hazardous materials to help ensure a safe and welcoming environment at all times.

Knowledge & Skills:

- 1) Landscaping & Plant Care
- 2) Building & Grounds Maintenance
- 3) Communication & Safety
- 4) Hand & Power Tools
- 5) Critical Thinking & Problem Solving
- 6) Hazardous Waste Handling & Removal



Similar Roles/Titles:

Greenskeeper, Grounds Maintenance Worker, Landscape Specialist, Landscape Technician, Outside Maintenance Worker

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Lodging, Brew/Wine, Resort, Event Center, Education, Home

BELLHOP/BAGGAGE PORTER

ENTRY LEVEL

RCS - REALISTIC, CONVENTIONAL, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$11 - \$21/hour + Tips

Safely and securely handle baggage, trunks, packages and other types of luggage for travelers at transportation terminals or for guests at hotels, resorts, event centers and other meeting or lodging establishments. Work with front desk, guest services and concierge staff to locate, secure and transport belongings to their intended guest rooms or meeting locations. Assist with maintaining a clean and safe working environment at all times. May include opportunity for increased wages from tips.

Knowledge & Skills:

- 1) Customer & Personal Service
- 2) Organization & Attention to Detail
- 3) Baggage Handling & Care
- 4) Safety & Communication
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Valet, Bellman, Doorman, Ground Support Agent, Luggage Specialist

Typical Work Environments:

Attraction, Residential, Lodging, Resort, Event Center

GUEST SERVICES REPRESENTATIVE

ENTRY LEVEL

CES - CONVENTIONAL, ENTERPRISING, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$11 - \$23/hour

Welcome and accommodate hotel, resort and other lodging patrons or guests by taking reservations, assigning rooms, issuing room keys or cards, answering questions, providing recommendations for local food or entertainment, keeping records and presenting billing statements or collecting payments from departing guests. Coordinate with concierge, maintenance, security or housekeeping staff to address guest concerns or issues with rooms, baggage or safety.

Knowledge & Skills:

- 1) Customer & Personal Service
- 2) Inspection & Attention to Detail
- 3) Communication & Conflict Resolution
- 4) Lodging Accommodations & Management
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Desk Clerk, Front Desk Agent, Front Desk Associate, Guest Service Agent, Night Desk Clerk

Typical Work Environments:

Mobile, Attraction, Restaurant, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



SECURITY OFFICER

ENTRY LEVEL

RCE - REALISTIC, CONVENTIONAL, ENTERPRISING

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$12 - \$25/hour

Guard, patrol or monitor buildings, grounds and other locations or facilities to prevent theft, violence or infractions of other rules, regulations and laws. Monitor and authorize entrance and departure of employees, visitors and other persons, including any associated materials, baggage and other inventory or resources. Utilize metal detectors, security cameras, x-ray machines and other surveillance technology and equipment. Collaborate with local law enforcement professionals.

Knowledge & Skills:

- 1) Public Safety & Security
- 2) Computers & Technology
- 3) Attention to Detail & Monitoring
- 4) Customer & Personal Service
- 5) Accurate Record & Time Keeping
- 6) Critical Thinking & Problem Solving



Similar Roles/Titles:

Security Guard, Security Agent, Inventory Protection Officer, Loss Prevention Officer, Site Security Specialist

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education

USHER/LOBBY ATTENDANT

ENTRY LEVEL

RCS - REALISTIC, CONVENTIONAL, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$12 - \$23/hour + Tips

Assist patrons or guests at entertainment events by collecting admission tickets and passes, assisting in finding seats, searching for lost or misplaced items and directing to restrooms, ATMs, refreshments and other areas of interest within a facility, grounds or venue. May also assist with sweeping, picking up litter and performing other cleaning or sanitizing duties to keep environments safe, clean and welcoming. May include opportunity for increased wages from tips.

Knowledge & Skills:

- 1) Customer & Personal Service
- 2) Inspection & Attention to Detail
- 3) Communication & Conflict Resolution
- 4) Event & Venue Management
- 5) Cleaning & Safety
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Ticket Attendant, Ticket Taker, Visitor Services Assistant, Visitor Services Associate, Visitor Services Representative

Typical Work Environments:

Attraction, Restaurant, Lodging, Brew/Wine, Resort, Event Center, Education

HOUSEKEEPING/ROOM ATTENDANT

ENTRY LEVEL

RCI - REALISTIC, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$12 - \$22/hour + Tips

Inspect, clean, prepare and maintain rooms, office spaces and other gathering or meeting spaces within homes, hotels, hospitals and other types of businesses or locations in a safe and orderly manner. Make beds, vacuum or sweep floors, clean linens, sanitize restrooms, replenish toiletries and provide additional services or products as needed to maintain a clean, safe and welcoming environment for customers and guests to enjoy. May include opportunity for increased wages from tips.

Knowledge & Skills:

- 1) Cleaning & Sanitation
- 2) Inspection & Attention to Detail
- 3) Customer & Personal Service
- 4) Communication & Time Management
- 5) Safety Regulations & Procedures
- 6) Hazardous Materials & Disposal

Similar Roles/Titles:

Cleaner, Room Sanitation Specialist, Environmental Services Worker, Guest Room Attendant (GRA), Room Cleaner

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education



CONCIERGE

ENTRY LEVEL

SEI - SOCIAL, ENTERPRISING, INVESTIGATIVE

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$12 - \$26/hour + Tips

Assist guests or residents at hotels, resorts, apartment buildings, office buildings and other locations or sites with personal services, such as taking messages or deliveries, arranging for transportation or tours, providing recommendations for food or entertainment and monitoring requests for housekeeping and maintenance. May also assist with monitoring site security and controlling building or guest access. May include opportunity for increased wages from tips.

Knowledge & Skills:

- 1) Customer & Personal Service
- 2) Inspection & Attention to Detail
- 3) Communication & Conflict Resolution
- 4) Safety & Security
- 5) Computers & Technology
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Activities Concierge, Club Concierge, Guest Service Agent, Lobby Concierge, Personal Assistant

Typical Work Environments:

Attraction, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education

MAINTENANCE WORKER

ENTRY LEVEL

RCI - REALISTIC, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$15 - \$26/hour

Assist in keeping machines, vehicles, equipment, facilities or building grounds repaired and in safe working order. Diagnose mechanical, structural or safety problems and determine how to correct them by checking blueprints, repair manuals, technical journals or parts catalogs. Assist other maintenance and cleaning staff to ensure compliance with environmental, air and noise quality standards to provide a safe, welcoming and enjoyable experience.

Knowledge & Skills:

- 1) Cleaning & Sanitation
- 2) Comprehend & Follow Instructions
- 3) Mechanical & Diagnostic Tools
- 4) Machine Maintenance & Repair
- 5) Safety Regulations & Procedures
- 6) Hazardous Materials & Disposal



Similar Roles/Titles:

Maintenance Crew, Custodian, Janitor, Repair Technician, Maintenance Technician

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education

RENTAL/PROPERTY SITE SUPERVISOR

MID LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$13 - \$33/hour

Oversee the rental, leasing and management activities of private properties or dwellings, commercial businesses and other properties or venues for short or long-term lodging, meetings, storage, conferences and other events or purposes. Oversee the collection of monthly or other types of rental fees, deposits, leases, insurance and other payments, taxes or operating expenses based on contracts and service level agreements. Work with residents, suppliers and other partners to resolve issues or complaints.

Knowledge & Skills:

- 1) Real Estate & Property Management
- 2) Computers & Technology
- 3) Communication & Leadership
- 4) Budgets & Contracts
- 5) Critical Thinking & Problem Solving
- 6) Leasing Rules & Regulations

Similar Roles/Titles:

Site Manager, Lease Administration Supervisor, Leasing Manager, On-Site Manager, Venue Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



GUEST SERVICES SUPERVISOR

MID LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$15 - \$37/hour

Direct, oversee and train service staff to ensure a high quality of service at hotels, resorts, casinos, country clubs, and other guest-centered places or locations. Collaborate with managers and supervisors from other departments or areas to provide a positive and enjoyable experience for guests. Assist with elevated guest concerns or complaints quickly and efficiently. Monitor work schedules, budgets, inventory and other aspects that may impact guest satisfaction and business success.

Knowledge & Skills:

- 1) Hospitality & Business Management
- 2) Computers & Technology
- 3) Communication & Leadership
- 4) Budgets & Contracts
- 5) Critical Thinking & Problem Solving
- 6) Lodging Rules & Regulations

Similar Roles/Titles:

Hotel Services Supervisor, Guest Services Manager, Director of Guest Services, Guest Relations Supervisor, Guest Experience Supervisor

Typical Work Environments:

Attraction, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

ASSISTANT GENERAL MANAGER

MID LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$18 - \$39/hour

Supervise hotel and lodging staff, assign weekly schedules, review budgets and contracts, assist with elevated customer or guest complaints and support the General Manager in other ways to ensure the day-to-day business operations run smoothly and profitably. May also assist or oversee other operations or departments, such as food and beverage or housekeeping and maintenance.

Knowledge & Skills:

- 1) Hospitality & Business Management
- 2) Computers & Technology
- 3) Communication & Leadership
- 4) Budgets & Contracts
- 5) Critical Thinking & Problem Solving
- 6) Lodging Rules & Regulations

Similar Roles/Titles:

Assistant Manager, Hotel Assistant Manager, Hotel AGM, Assistant Operations Manager, Hotel Supervisor

Typical Work Environments:

Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

MAINTENANCE SUPERVISOR

MID LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$23 - \$36/hour

Directly supervise and coordinate the activities of groundskeepers, maintenance workers, technicians, installers and repairers of vehicles, equipment, machinery and related facilities, grounds or systems. Plan, lead and teach members of the maintenance team regarding new equipment or safety and regulatory standards. Create or read maintenance reports and advise management of proposed updates or recommendations.

Knowledge & Skills:

- 1) Facilities & Equipment Maintenance
- 2) Computers & Technology
- 3) Management & Leadership
- 4) Mathematics & Diagnostics
- 5) Mechanical Tools & Equipment
- 6) Safety Regulations & Procedures

Similar Roles/Titles:

Facilities Manager, Facility Maintenance Supervisor, Maintenance Foreman, Maintenance Manager, Maintenance Planner

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



GENERAL MANAGER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$22 - \$46/hour

Plan, direct and coordinate the activities of all hotel and lodging staff. Research, design and negotiate contracts for supplies, materials and other necessary technology or resources. Provide leadership and strategic planning to all departments in support of a service culture, maximized operations and guest satisfaction. Gather, review and analyze information and data to produce recommendations for improvements or expansion to upper management or business owners and teams.

Knowledge & Skills:
 1) Hospitality & Business Management
 2) Computers & Technology
 3) Communication & Leadership
 4) Budgets & Contracts
 5) Critical Thinking & Problem Solving
 6) Lodging Rules & Regulations

Similar Roles/Titles:
 Hotel Manager, Hotel GM, Lodging Manager, Director of Operations, Regional General Manager

Typical Work Environments:
 Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

RENTAL/PROPERTY MANAGER

SENIOR LEVEL

IRC - INVESTIGATIVE, REALISTIC, CONVENTIONAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$22 - \$47/hour

Plan, direct and coordinate the activities of all staff involved in the rental, leasing and management of different types of properties. Forecast and monitor revenue projections, making changes when necessary based on market trends, business intelligence and customer or investor feedback to maximize profits and long-term business success. Coordinate repairs, maintenance and purchase of new or improved appliances, machinery and other equipment.

Knowledge & Skills:
 1) Real Estate & Property Management
 2) Computers & Technology
 3) Communication & Leadership
 4) Budgets & Contracts
 5) Critical Thinking & Problem Solving
 6) Leasing Rules & Regulations

Similar Roles/Titles:
 Leasing Director, Operations Director, Property Director, Property Owner, Venue Director

Typical Work Environments:
 Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

DIRECTOR OF FACILITY MANAGEMENT

SENIOR LEVEL

ECI - ENTERPRISING, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$24 - \$41/hour

Plan, direct and coordinate the activities of all workers involved in the maintenance of hotels, resorts and other types of facilities and related structures, vehicles and interconnected systems. Assist in the planning, research and implementation of operations, including overseeing higher level safety, financial and regulatory compliance aspects with front-line supervisory staff and their maintenance, custodial or groundskeeping teams.

Knowledge & Skills:
 1) Facilities & Equipment Maintenance
 2) Management & Leadership
 3) Finance & Accounting
 4) Critical Thinking & Problem Solving
 5) Sales & Negotiation
 6) Safety Regulations & Procedures

Similar Roles/Titles:
 Director of Maintenance, Fleet Director, Operations Manager, Facilities Maintenance Coordinator, Facilities Manager

Typical Work Environments:
 Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



HOTEL/LODGING OWNER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$25 - \$50/hour

Manage higher level strategic, operational and financial decision making for hotels, resorts and other types of lodging businesses or service providers. May contract with hotel management companies or oversee operations and support staff directly. Provide leadership and guidance in aspects like marketing and promotion, community outreach, contracts and pricing strategies and capital investment opportunities.

Knowledge & Skills:

- 1) Hospitality & Business Management
- 2) Computers & Technology
- 3) Communication & Leadership
- 4) Budgets & Contracts
- 5) Critical Thinking & Problem Solving
- 6) Community Relations & Fundraising

Similar Roles/Titles:

Hotelier, Property Owner, Hotel Director, Lodging Director, Franchise Manager

Typical Work Environments:

Mobile, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Home



CAREER SPOTLIGHT

Tu Tran - Director of Hotel Operations for Prairie Meadows (Altoona, IA)

"I started as a front desk agent many years ago and worked my way up to my current role as Director of Hotel Operations at Prairie Meadows. I've helped open a hotel, expanded a hotel's 5th tower, received AAA Four Diamond ratings at two separate properties and received a Forbes Four Star rating at another hotel. What hospitality and tourism means to me is creating memories for our guests. My fondest memory was of a family traveling over Christmas. The three young children were pretty homesick, so our team created a Christmas away from home for them with a decorated tree, stockings over the fireplace and some small gifts. Cookies and milk for Santa too. However, to this day, I still kick myself because we forgot the carrots for the reindeer! The family had a great stay with us, and seeing the children's smiles was priceless."



CAREER SPOTLIGHT

Tamika W. - Hotel Front Desk Assistant Manager for Rhythm City Casino Resort (Davenport, IA)

"I have lots of family that work in hospitality and they encouraged me to give it a try. In my current role, I assist our guests with all sorts of different things like checking in, answering questions and listening to concerns. I greet our guests with a smile, a kind 'hello' and occasionally a small song to make them smile. I work with a great team and they have really pushed me to challenge myself and be better about setting goals. I really enjoy seeing the kindness in our guests and being able to pass along information to help make their stays and lives just a little better while with us."





Occupations in the *Travel & Tourism* family help turn dreams into reality with top notch planning and support before, during and following trips, vacations and other types of travel.

These professionals ensure the safe, secure and pleasurable travel for members of their community in addition to those visiting from across the state, nation and sometimes world. These professionals must stay on their toes to keep up with seasonal travel demands, changing consumer preferences and potential disruptions or delays to travel from severe weather, travel restrictions, supply chain issues and other aspects.

Most of these professionals will work outside of the home or office, interacting with customers, partners and others within their communities or at identified tourist sites, monuments, resorts, wineries and other tourist attractions. Due to the nature and complexity of this work, many of these occupations will require education or training beyond high school, such as an associate degree or economic development certification.

Growing demand for travel to, within and outside of the state, in addition to continued advances in technology, will continue to change how these occupations are practiced in our physical, virtual and increasingly combined worlds. Attention to detail, troubleshooting and problem-solving skills are also necessary to ensure travel plans run smoothly, high quality services are provided and memorable experiences are delivered to customers.



CAREER SPOTLIGHT:

Tiffany C. - Community Sales Coordinator for the Fort Dodge Convention & Visitors Bureau (Fort Dodge, IA)

“I first learned about career opportunities in tourism from a friend who was also in tourism. As a Community Sales Coordinator, I work in different ways to promote our community and work with organizations to host their meetings and events here. I research potential conventions or sporting events that would fit here and then create unique itineraries for site visits. I really enjoy meeting different people, whether it’s potential clients or colleagues. Each day is different and each day holds new challenges, opportunities, and successes. Currently, we are focusing on bringing groups and organizations to visit our community and stay and enjoy our restaurants, shops, and venues. Ultimately in my career, I want to move up in a leadership position within our organization.”



Fort Dodge iowa
Convention & Visitors Bureau





TOUR GUIDE/ESCORT

ENTRY LEVEL

SEC - SOCIAL, ENTERPRISING, CONVENTIONAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$10 - \$21/hour + Tips

Escort or guide individuals or groups on cruises, sightseeing tours or through places of interest, such as monuments, museums, historical sites and art galleries. Research tour location or site history, weather conditions, itineraries and passenger skills or abilities to plan appropriate activities, safety precautions and commentary. May also assist with driving vehicles, loading or unloading of luggage and serving of food and beverages. May include opportunity for increased wages from tips.

Knowledge & Skills:

- 1) Communication & Active Listening
- 2) Customer & Personal Service
- 3) Time & Group Management
- 4) Critical Thinking & Problem Solving
- 5) Patience & Conflict Resolution
- 6) Organization & Attention to Detail

Similar Roles/Titles:

Discovery Guide, Docent, Historical Interpreter, Team Leader, Group Guide

Typical Work Environments:

Mobile, Attraction, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education

RESERVATION/TRAVEL CLERK

ENTRY LEVEL

CES - CONVENTIONAL, ENTERPRISING, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$12 - \$28/hour

Research and provide support or recommendations to make, manage and confirm reservations for transportation, events, attractions or lodging directly to customers or in partnership with a travel agency or business. Check baggage, answer questions, provide instructions or information and direct passengers to designated pick-up or drop-off locations. Assist with traveler problems before, during or after traveling, such as missed flights or incorrect billing.

Knowledge & Skills:

- 1) Travel Safety & Laws
- 2) Customer & Personal Service
- 3) Communication & Active Listening
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Organization & Attention to Detail

Similar Roles/Titles:

Ticket Agent, Reservation Specialist, Reservationist, Reservations and Ticketing Agent, Tour Sales Representative

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

TOUR BUS/SHUTTLE DRIVER

ENTRY LEVEL

RCS - REALISTIC, CONVENTIONAL, SOCIAL

Typical Education/Training: High School Diploma/HSED + Commercial Driver's License (CDL)

Work Experience: 0 - 3 years

Wage Range: \$13 - \$24/hour + Tips

Drive buses, vans, limousines, shuttles and other vehicles to transport passengers to their destinations safely and in accordance with all transportation rules, laws and regulations. May also collect fares, check tickets or passes, monitor and record route or vehicle maintenance needs and assist passengers in safely boarding or exiting vehicles. Vehicle type, size and length of routes may require specialized license or certification, such as a Class B CDL. May include opportunity for increased wages from tips.

Knowledge & Skills:

- 1) Driving & Operating Vehicles
- 2) Reliability & Time Management
- 3) Transportation Safety & Laws
- 4) Customer & Personal Service
- 5) Communication & Conflict Resolution
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Bus Driver, Charter Bus Driver, Customer Transport Driver, Motor Coach Driver, Limo Driver

Typical Work Environments:

Mobile, Attraction, Residential, Lodging, Brew/Wine, Resort, Event Center, Education



PASSENGER ATTENDANT

ENTRY LEVEL

RSE - REALISTIC, SOCIAL, ENTERPRISING

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$13 - \$26/hour + Tips

Assist with the boarding, seating, securing and unloading or deboarding of passengers and their luggage or belongings safely and efficiently on buses, trains, shuttles or other types of vehicles and when waiting at pick-up locations, stations, terminals or other designated areas. May also answer travel questions, explain the use of safety equipment and serve meals or beverages to passengers. May include opportunity for increased wages from tips.

Knowledge & Skills:
 1) Transportation Safety & Laws
 2) Customer & Personal Service
 3) Communication & Active Listening
 4) Critical Thinking & Problem Solving
 5) Patience & Conflict Resolution
 6) Organization & Attention to Detail

Similar Roles/Titles:
 Passenger Aide, Bus Attendant, Travel Monitor, Fare Enforcement Officer, Transportation Aide
Typical Work Environments:
 Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education

TRAVEL AGENT

ENTRY LEVEL

ECI - ENTERPRISING, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$13 - \$27/hour

Meet with customers to discuss, plan and book travel or tour packages within identified dates, budgets, destinations and other factors. Develop relationships with travel carriers, lodging providers and other industry partners to stay updated on available incentives, travel restrictions or regulations and other considerations or aspects that may impact or impede travel plans. May also assist with resolving customer problems while traveling, such as missed flights or lost luggage.

Knowledge & Skills:
 1) Communication & Active Listening
 2) Customer & Personal Service
 3) Travel Safety & Laws
 4) Critical Thinking & Problem Solving
 5) Computers & Technology
 6) Organization & Attention to Detail

Similar Roles/Titles:
 Travel Consultant, Destination Specialist, Tour Coordinator, Travel Counselor, Travel Planner
Typical Work Environments:
 Mobile, Attraction, Office, Lodging, Brew/Wine, Resort, Event Center, Home

INTERPRETER/TRANSLATOR

ENTRY LEVEL

RCI - REALISTIC, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Technical Certificate/Diploma

Work Experience: 0 - 3 years

Wage Range: \$15 - \$28/hour

Assist travelers, guests, customers, law enforcement and others in communicating with a diverse population. Interpret or translate oral or sign language for in-person interactions and written text from emails, letters, social media or other forms of non-verbal communication to ensure understanding and the accurate delivery of travel and tourism activities or services. May specialize in specific languages, populations or travel destinations.

Knowledge & Skills:
 1) English & Foreign Languages
 2) Speaking, Reading, & Writing Comprehension
 3) Patience & Attention to Detail
 4) Travel Terminology & Laws
 5) Computers & Electronics
 6) Customer & Personal Service

Similar Roles/Titles:
 Travel Interpreter, Linguist, Personal Translator, Sign Language Interpreter, Communications Liaison
Typical Work Environments:
 Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



WEDDING/EVENT PLANNER

MID LEVEL

ERC - ENTERPRISING, REALISTIC, CONVENTIONAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$15 - \$34/hour

Meet, discuss and plan weddings, baptisms, funerals, retirements and other events with customers. Discuss objectives, timeline, budgets and other requirements or requests, providing recommendations and expertise to ensure smooth and enjoyable experiences for all. Directly supervise and coordinate the activities of staff, photographers, caterers, transportation and other personnel or vendors providing products or services safely and on-time for the event.

Knowledge & Skills:

- 1) Event Planning & Management
- 2) Organization & Attention to Detail
- 3) Communication & Negotiation
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Customer & Personal Service

Similar Roles/Titles:

Wedding Coordinator, Event Coordinator, Event Services Director, Bridal Consultant, Special Events Consultant

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

TOUR COORDINATOR

MID LEVEL

IEC - INVESTIGATIVE, ENTERPRISING, CONVENTIONAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$16 - \$29/hour

Oversee and direct the activities of travel escorts, guides and other staff involved in providing transportation, food, entertainment and other services for individuals or groups on tours, cruises, excursions or other visits to places of interest, such as museums, historical sites and wineries. Monitor status of tour or group outings, providing oversight and support services to address customer or staff issues, concerns, barriers and other aspects before, during and after the event or visit.

Knowledge & Skills:

- 1) Tour Planning & Management
- 2) Travel Rules & Regulations
- 3) Communication & Conflict Resolution
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Customer & Personal Service

Similar Roles/Titles:

Tourism Planner, Travel & Tourism Manager, Tourism Supervisor, Community Planner, Visitor Services Manager

Typical Work Environments:

Mobile, Attraction, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

CONVENTION/MEETING PLANNER

MID LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$16 - \$36/hour

Directly supervise and coordinate the activities of staff, suppliers, caterers, transportation providers and other personnel or vendors involved in providing successful and enjoyable group meetings, conferences, trade shows, conventions and other events. Consult with customers to determine objectives, timeline, budgets and other requirements or requests. Ensure all safety and security protocols are followed at all times.

Knowledge & Skills:

- 1) Health & Safety Regulations
- 2) Computers & Technology
- 3) Critical Thinking & Problem Solving
- 4) Active Listening & Questioning
- 5) Math, Physics, & Measuring
- 6) Inspection & Data Analysis

Similar Roles/Titles:

Conference Planner, Conference Services Manager, Event Planner, Convention Services Manager (CSM), Event Coordinator

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



TOURISM MANAGER

MID LEVEL

IEA - INVESTIGATIVE, ENTERPRISING, ARTISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$18 - \$32/hour

Provide travel, hospitality and accommodation information and products or services to tourists, guests and other types of visitors in a safe, secure and pleasurable manner. Market and promote tourism within a designated community, city, region or other location or site. Gather and analyze data to make informed decisions on necessary changes or improvements to infrastructure, lodging capacity and other aspects impacting local travel and tourism.

Knowledge & Skills:

- 1) Event Planning & Management
- 2) Organization & Attention to Detail
- 3) Communication & Negotiation
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Customer & Personal Service

Similar Roles/Titles:

Tourism Planner, Travel & Tourism Manager, Tourism Supervisor, Community Planner, Convention & Visitors Bureau Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

DIRECTOR OF EVENTS

SENIOR LEVEL

ECI - ENTERPRISING, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$25 - \$42/hour

Plan, direct and coordinate the activities of managers, supervisors, suppliers and other staff involved in the successful planning, management and execution of various types of events and related activities and services for a single business or venue or throughout a network of locations or sites. Review budgets, contracts, consumer feedback and other data to identify opportunities for expanded or improved business or hiring practices. Coordinate with other venues, elected officials and travel or tourism staff.

Knowledge & Skills:

- 1) Event Planning & Management
- 2) Advanced Management & Leadership
- 3) Communication & Sales
- 4) Critical Thinking & Problem Solving
- 5) Computers & Technology
- 6) Contracts & Budgets

Similar Roles/Titles:

Director of Event Services, Conference & Events Director, Director of Corporate Events, Director of Event Strategy, Senior Event Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

DIRECTOR OF TOURISM

SENIOR LEVEL

IES - INVESTIGATIVE, ENTERPRISING, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$26 - \$48/hour

Oversee and direct the activities of planners, suppliers, guides and other staff involved in providing travel and tourism activities, services and support to customers, guests and other visitors within a designated community, city, region or other location or site. Collaborate with neighboring communities or regions, elected officials and other public and private support partners to promote, attract, provide and fundraise for tourism and travel services that improve the lives of those within a local community or region.

Knowledge & Skills:

- 1) Advanced Management & Leadership
- 2) Communication & Negotiation
- 3) Travel & Tourism
- 4) Critical Thinking & Problem Solving
- 5) Economic & Community Development
- 6) Contracts & Budgets

Similar Roles/Titles:

Director of Tourism Services, Travel & Tourism Director, Community Director, Convention & Visitors Bureau Director, Director of Economic Development

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



Occupations in the *Sales & Supply Chain* family focus on keeping everything and everyone supplied, connected and happy!

These professionals sell, store, secure, monitor and transmit, transport or otherwise distribute various foods, raw materials, supplies and other products or services throughout the community and across the world in a safe, efficient and reliable manner. These professionals need to be prepared for severe weather, natural disasters, supply chain issues and other unexpected or unplanned circumstances that can quickly cause disruptions or delays that bring the entire system to a grinding halt.

Many of these occupations will require some education or training beyond high school to attain the necessary skills, knowledge or expertise to provide timely and accurate resource and supply chain support in accordance with all appropriate rules, regulations and laws. A growing number are beginning to offer an “earn and learn” option, however, through an internship or apprenticeship.

Experience in the industry is often important, but not required, to help professionals “speak the language” when selling or consulting on projects. An added perk for some of these occupations is that they may include the opportunity for increased wages through commissions based on sales performance or service level agreements, allowing workers to make substantially more than their base pay.

Someone with initiative, enjoys supporting others and is able to deal with uncertainty will do well in these careers. An eye for detail and ability to think quickly is also often needed to solve sudden issues and stay ahead of potential supply or resource shortages.

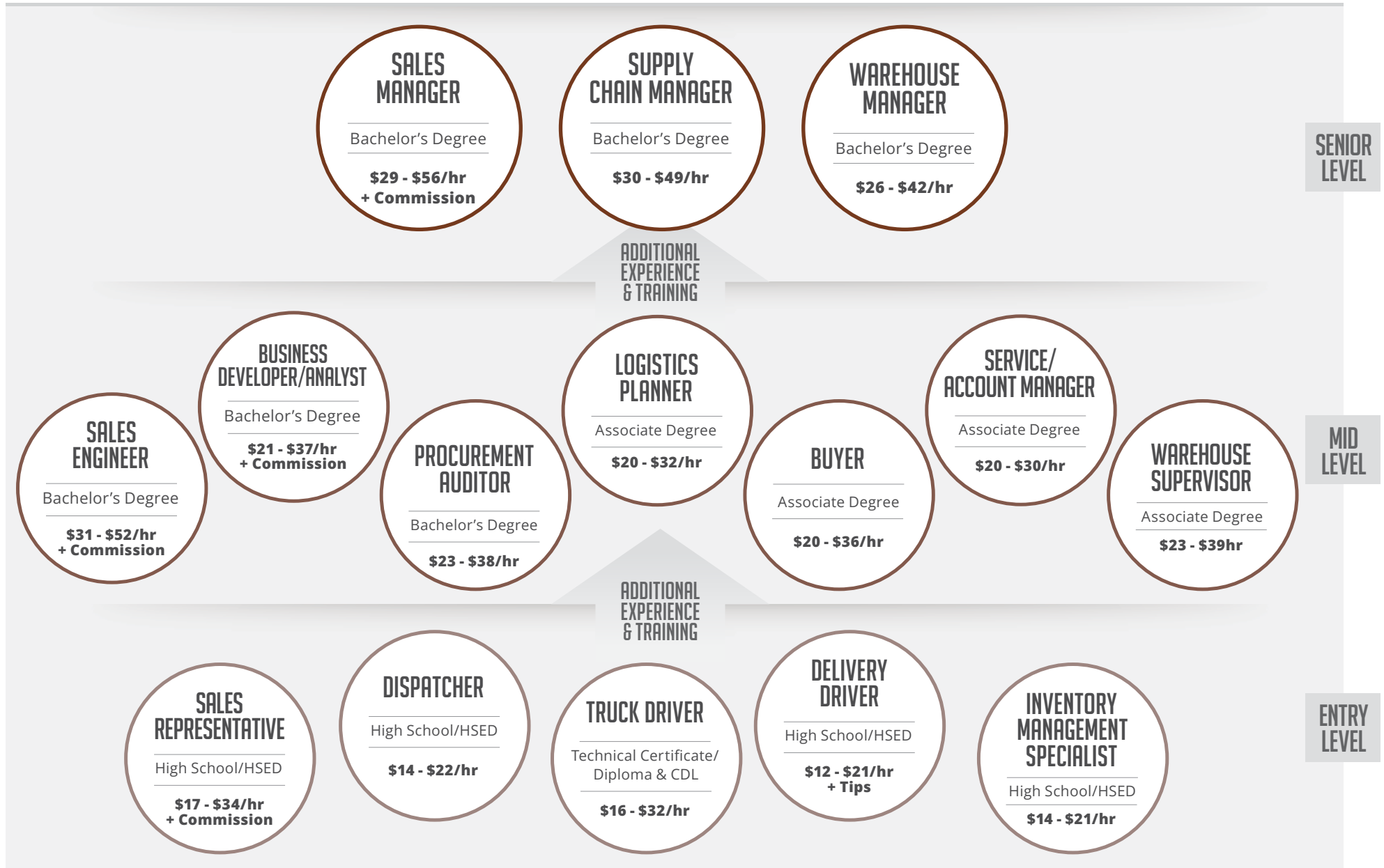


CAREER SPOTLIGHT:

Alex C. - Telsell Account Manager for Doll Distributing (Des Moines, IA)

“My sister worked for Doll Distributing and loved it, so I always knew I wanted to join her after majoring in marketing and management at Iowa State University. I also bartended in college and learned about the sales and business side of the industry firsthand. One career that caught my attention was the marketing and sales reps that would visit bars to hand out swag and build relationships. I kept an eye out for any job openings and applied when I saw one pop up! I’ve been in a few positions in my five years here and now work as a Telsell Account Manager. I start my day by calling, texting and emailing my account list for the day to get their orders, which can include all sorts of things like umbrellas, coasters, signage, beer handles and neon signs. I also spend a lot of time out in the community when making account visits. The thing I like the most is that every day is different and that I get to build relationships with so many different people. I love what I do and the company I work for so the days just fly by. I plan to continue expanding my accounts and meeting new people.”







DELIVERY DRIVER

ENTRY LEVEL

RES - REALISTIC, ENTERPRISING, SOCIAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$12 - \$21/hour + Tips

Deliver different types of foods, products, equipment, and other packages or supplies safely and in accordance with all transportation rules, laws and regulations. May assist with the collection of money, offering product or route recommendations and building relationships with customers. May also include opportunity for increased wages through tips or sales commissions. Vehicle size, cargo and length of routes may require specialized license or certification, such as a Class C CDL.

Knowledge & Skills:

- 1) Driving & Operating Vehicles
- 2) Reliability & Time Management
- 3) Transportation Safety & Laws
- 4) Sales & Negotiation
- 5) GPS & Route Logging Technology
- 6) Customer & Personal Service



Similar Roles/Titles:

Driver, Deliveryman, Route Driver, Sales Route Driver, Take Out Driver

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education

INVENTORY MANAGEMENT SPECIALIST

ENTRY LEVEL

RCE - REALISTIC, CONVENTIONAL, ENTERPRISING

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$14 - \$21/hour

Verify, prepare and maintain records on incoming and outgoing shipments within an restaurant, resort, event center, warehouse or other facility with computers and mobile devices or technology. Assemble, address, stamp and ship merchandise or materials. Monitor and maintain inventory systems and controls, alerting of potential shortages or quality control issues that could lead to delays, complaints or decreased sales potential.

Knowledge & Skills:

- 1) Computers & Technology
- 2) Shipping & Receiving Methods
- 3) Communication & Coordination
- 4) Time & Record Management
- 5) Inspection & Attention to Detail
- 6) Package Handling & Organization

Similar Roles/Titles:

Inventory Clerk, Receiving Specialist, Shipping Assistant, Receiving Technician, Supply Specialist

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education

DISPATCHER

ENTRY LEVEL

CRE - CONVENTIONAL, REALISTIC, ENTERPRISING

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$14 - \$22/hour

Schedule, monitor and dispatch drivers, vehicles, equipment, and other workers to transport or distribute people, products and related services. Coordinate with service and repair workers, sometimes in emergency situations, to respond to and fix vehicles or equipment. Use various forms of radio, digital, telecommunications, and advanced technology to interact with teams, provide weather or hazardous alerts and remotely monitor vehicle factors like location, speed and service or repair needs.

Knowledge & Skills:

- 1) Communication & Active Listening
- 2) Computers & Technology
- 3) Accurate Time & Record Keeping
- 4) Transportation & Remote Monitoring
- 5) Data Gathering & Analysis
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Route Dispatcher, Dispatch Manager, Operations Dispatcher, Route Controller, Truck Dispatcher

Typical Work Environments:

Mobile, Warehouse, Office, Lodging, Resort, Event Center, Home



TRUCK DRIVER

ENTRY LEVEL

RCS - REALISTIC, CONVENTIONAL, SOCIAL

Typical Education/Training: Technical Certificate/Diploma + Commercial Driver's License (CDL)

Work Experience: 0 - 3 years

Wage Range: \$16 - \$32/hour

Drive trucks or large vehicles to transport raw materials, supplies, cargo and other finished or unfinished foods, products, materials or resources. Maneuver trucks into loading or unloading positions, following signals from loading crew and checking that vehicle and loading equipment are properly positioned. Vehicle size, cargo and length of routes may require specialized license or certification, such as a Class A CDL or HAZMAT endorsement.

Knowledge & Skills:

- 1) Driving & Operating Vehicles
- 2) Comprehend & Follow Instructions
- 3) Loading & Unloading Cargo
- 4) Safety Regulations & Procedures
- 5) Reliability & Problem Solving
- 6) Transportation Technology & GPS Systems



Similar Roles/Titles:

Materials Hauler, Materials Transporter, Line Haul Driver, Over the Road Driver (OTR Driver), Driver Apprentice

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

SALES REPRESENTATIVE

ENTRY LEVEL

ESC - ENTERPRISING, SOCIAL, CONVENTIONAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$17 - \$34/hour + Commission

Identify the needs of current and potential customers through direct and indirect interaction and research. Match customers with product or service offerings, negotiate sales and train customers to operate, manage or maintain services or technology and related supplies, materials or equipment. Estimate or quote prices, credit or contract terms and service level agreements or timelines. May include the opportunity for increased wages through commissions or service agreements.

Knowledge & Skills:

- 1) Sales & Negotiation
- 2) Social Media & Marketing
- 3) Customer & Personal Service
- 4) Computers & Technology
- 5) Critical Thinking & Problem Solving
- 6) Communication & Relationship Management



Similar Roles/Titles:

Sales Associate, Outside Sales, Inside Sales, Account Representative, Sales Specialist

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

SERVICE/ACCOUNT MANAGER

MID LEVEL

CES - CONVENTIONAL, ENTERPRISING, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$20 - \$30/hour

Serve as the connection between internal staff, teams or divisions and external customers for administrative or technical support service needs, such as reviewing account projects or goals, monitoring service or product needs and building or strengthening important customer relationships. Identify trends, research solutions and provide recommendations to ensure both customer satisfaction and long-term company success.

Knowledge & Skills:

- 1) Account & Project Management
- 2) Sales & Negotiation
- 3) Computers & Technology
- 4) Communication & Team Coordination
- 5) Critical Thinking & Problem Solving
- 6) Customer & Personal Service

Similar Roles/Titles:

Account Coordinator, Service Advisor, Service Writer, Client Relations Manager, Client Relationship Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



LOGISTICS PLANNER

MID LEVEL

ECR - ENTERPRISING, CONVENTIONAL, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$20 - \$32/hour

Analyze and coordinate the overall logistical functions for a business or service provider, including the purchase, receipt and distribution or delivery of both raw materials and finished goods, products or services to, from and within designated sites or systems. Maintain and develop positive business relationships with customers and vendors to assist in long term business growth and success.

Knowledge & Skills:

- 1) Analyze Data & Information
- 2) Logistics & Supply Chain
- 3) Project & Time Management
- 4) Critical Thinking & Problem Solving
- 5) Communication & Coordination
- 6) Inspection & Attention to Detail



Similar Roles/Titles:

Logistician, Logistics Team Lead, Supply Chain Planner, Logistics Analyst, Resource Engineer

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

BUYER

MID LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$20 - \$36/hour

Purchase resources, technology and materials necessary for hospitality and tourism needs, such as raw ingredients to make foods or beverages, fuel for delivery vehicles and bedding or toiletries for lodging facilities. Analyze past buying trends, sales records, price fluctuations, use volume and quality of merchandise to determine value and potential yield. Select, order and authorize payment for equipment and supplies according to contractual agreements.

Knowledge & Skills:

- 1) Sales & Negotiation
- 2) Computers & Technology
- 3) Data Analysis & Forecasting
- 4) Business & Finance
- 5) Critical Thinking & Problem Solving
- 6) Contracts & Communication

Similar Roles/Titles:

Materials Purchaser, Purchasing Specialist, Purchasing Agent, Procurement Agent, Supplies Coordinator

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

BUSINESS DEVELOPER/ANALYST

MID LEVEL

CEI - CONVENTIONAL, ENTERPRISING, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$21 - \$37/hr + Commission

Plan, conduct, analyze and document findings from research conducted into the systems, processes, policies or practices of a restaurant, casino, hotel or other business and any associated product lines or services. Provide business development or cost savings recommendations, such as modifying pricing structures, streamlining customer options and expanded branding or outreach strategies to better attract new or targeted customers. May include the opportunity for increased wages through commissions or service agreements.

Knowledge & Skills:

- 1) Data Research & Analysis
- 2) Time & Project Management
- 3) Sales & Negotiation
- 4) Budgets & Contracts
- 5) Critical Thinking & Problem Solving
- 6) Communication & Strategic Planning

Similar Roles/Titles:

Efficiency Advisor, Business Development Consultant, Business Market Analyst, Business Performance Consultant, Success Advisor

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



PROCUREMENT AUDITOR

MID LEVEL

CEI - CONVENTIONAL, ENTERPRISING, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$23 - \$38/hour

Oversee and audit purchases of materials, supplies and other equipment or resources to ensure legal, safety and regulatory compliance guidelines are being followed by departments and personnel. Monitor purchase activity to identify or prevent cybersecurity threats or criminal activities. Prepare and present detailed reports on findings and recommendations. Advise on financial and regulatory matters or trends impacting the industry and associated contracts or partners.

Knowledge & Skills:

- 1) Accounting & Math
- 2) Financial Regulations & Laws
- 3) Advanced Computers & Technology
- 4) Analytical & Critical Thinking
- 5) Inspection & Attention to Detail
- 6) Contracts & Procurement Procedures

Similar Roles/Titles:

Auditor, Purchasing Auditor, Compliance Auditor, Financial Auditor, Internal Audit Director

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

WAREHOUSE SUPERVISOR

MID LEVEL

CER - CONVENTIONAL, ENTERPRISING, REALISTIC

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$23 - \$39/hour

Directly supervise and coordinate the activities of storage, inventory control and other support workers to keep storage and warehouse operations running safely and smoothly. Review procedures and policies, discuss findings with management and support staff and make recommendations for improvements or repairs to facilities, machinery, vehicles and other related systems or departments.

Knowledge & Skills:

- 1) Leadership & Management
- 2) Storage & Inventory Control Systems
- 3) Safety Regulations & Procedures
- 4) Computers & Mobile Technology
- 5) Communication & Coordination
- 6) Critical Thinking & Decision Making

Similar Roles/Titles:

Front Line Supervisor, Warehouse Foreman, Inventory Control Supervisor, Dock Supervisor, Shift Supervisor

Typical Work Environments:

Mobile, Attraction, Residential, Warehouse, Office, Lodging, Resort, Event Center

SALES ENGINEER

MID LEVEL

ERS - ENTERPRISING, REALISTIC, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$31 - \$52/hour + Commission

Sell products or services requiring extensive technical expertise and support for installation and use, such as advanced software systems, artificial intelligence and automated machinery or robotics. Prepare and deliver technical presentations that explain products or services to customers, sometimes at work sites, trade shows, and on live production floors. May include opportunity for increased wages through commissions based on sales performance.

Knowledge & Skills:

- 1) Sales & Negotiation
- 2) Education & Training
- 3) Social Media & Digital Marketing
- 4) Advanced Technology & Computer Systems
- 5) Communication & Data Analysis
- 6) Critical Thinking & Problem Solving

Similar Roles/Titles:

Senior Sales Representative, Technical Sales Lead, Solutions Analyst, Product Sales Engineer, Account Executive

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



WAREHOUSE MANAGER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$26 - \$42/hour

Plan, direct and coordinate the storage and warehousing operations within an organization. Work with supervisors and other staff to prepare and manage departmental budgets. Supervise the activities of workers engaged in receiving, storing and handling of products or materials. Utilize inventory control software and other advanced computer database systems to monitor inventory and prevent spoilage, loss, theft and other quality control issues.

Knowledge & Skills:

- 1) Electronic Inventory Controls & Systems
- 2) Advanced Management & Leadership
- 3) Safety & Quality Control
- 4) Communication & Delegation
- 5) Accounting & Finance
- 6) Math, Data & Analytics

Similar Roles/Titles:

Distribution Center Manager, Inventory Control Manager, Shipping & Receiving Manager, Warehouse Operations Manager, Warehouse Director

Typical Work Environments:

Mobile, Attraction, Residential, Warehouse, Office, Lodging, Resort, Event Center, Home

SALES MANAGER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$29 - \$56/hour + Commission

Plan, direct and coordinate sales activities, goals and strategies, including the establishment of associated training programs for sales representatives and support staff. Analyze sales statistics, market intelligence data and product or service request trends to determine variables such as sales potential, inventory or service requirements and changing customer preferences or regulatory and political guidelines.

Knowledge & Skills:

- 1) Advanced Management & Leadership
- 2) Advanced Sales & Negotiation
- 3) Contracts, Budgets, & Financial Models
- 4) Market Research & Data Analysis
- 5) Complex Critical Thinking & Problem Solving
- 6) Social Media & Communication

Similar Roles/Titles:

National Sales Manager, Regional Sales Manager, Sales and Marketing Vice President, Sales Director, Client Solutions Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

SUPPLY CHAIN MANAGER

SENIOR LEVEL

ECI - ENTERPRISING, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$30 - \$49/hour

Plan, direct and coordinate the activities of buyers, purchasing officers and related workers involved in purchasing and transporting materials, products, goods and services for an organization. Identify, review and negotiate contracts with suppliers and vendors to maintain a consistent and reliable supply of materials and inventory in a profitable manner to ensure long-term growth.

Knowledge & Skills:

- 1) Complex Logistics & Supply Chain Systems
- 2) Computers & Technology
- 3) Sales & Negotiation
- 4) Critical Thinking & Adaptability
- 5) Communication & Coordination
- 6) Advanced Management & Leadership

Similar Roles/Titles:

Supply Chain Director, Procurement Manager, Logistics Manager, Logistics Solution Manager, Director of Sourcing

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

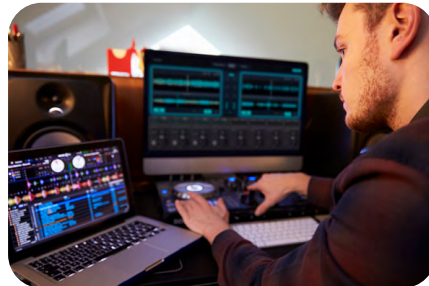


Professionals from the *Marketing & Technology* family promote, support and manage customer expectations for products and services to keep a company profitable and competitive.

Simply having great products, destinations or services isn't enough to be successful if no one is aware of or wants to visit and purchase them. These professionals work directly with customers, clients or end users to provide education or training, resolve complaints or issues and promote new or improved products and services to ensure customer satisfaction and long-term success. Advances in technology, changing customer preferences and the mixing of our physical and digital identities will continue to change how important client or customer relationships are managed and many of these occupations are practiced.

Many of these occupations will require advanced education or training in addition to a high school diploma or equivalent. Experience with social media and digital communications tools is often a must to keep pace with a target market or audience.

Someone who works well with others, is creative and doesn't mind the uncertainty of interacting with potentially unhappy customers will do well in these roles. They often work behind the scenes to ensure customers are happy and more likely to return for future business or refer others.

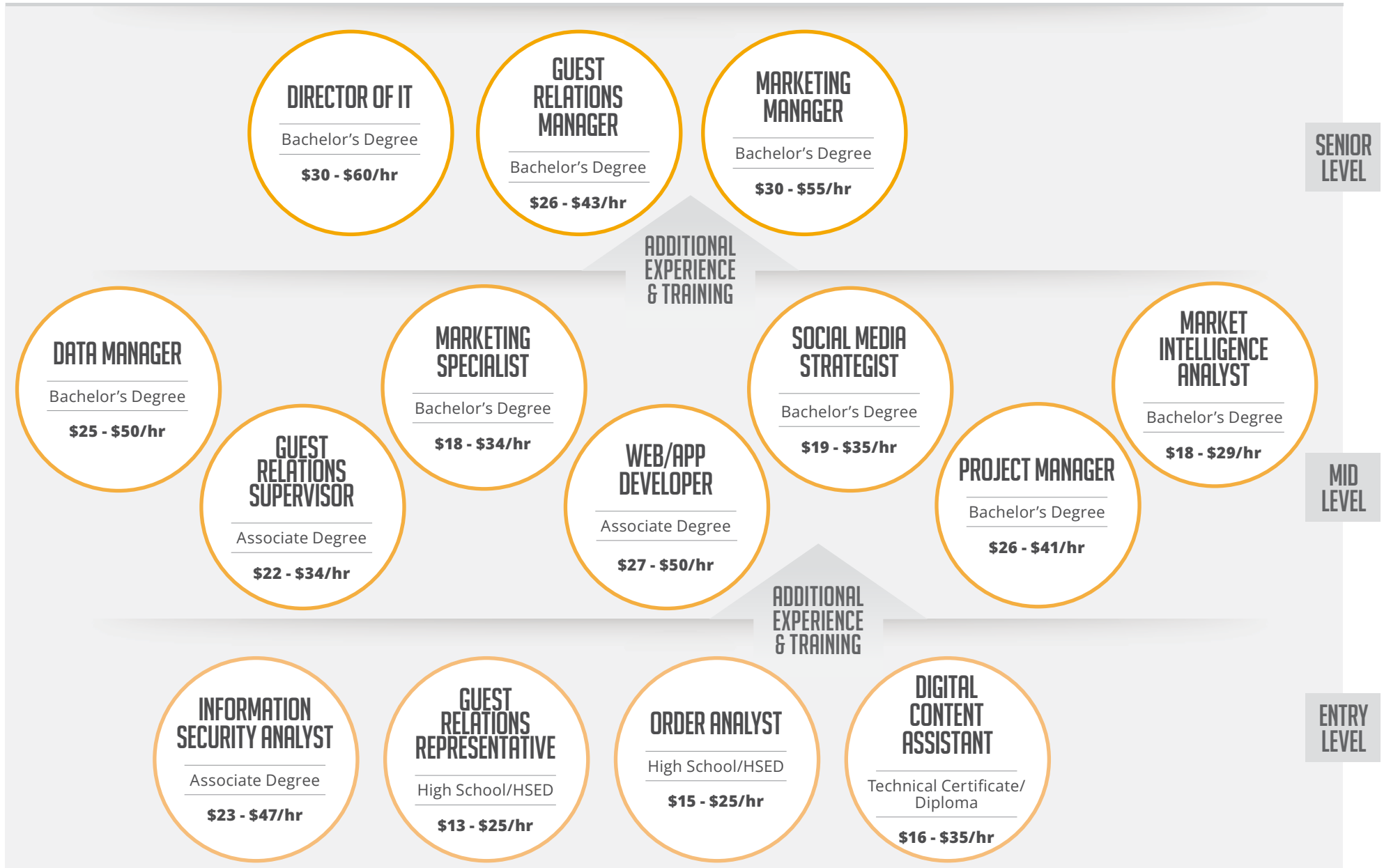


CAREER SPOTLIGHT:

Angela L. — Marketing & Engagement Coordinator at Orchestrate Hospitality (Des Moines, IA)

"I always knew I wanted a career in a public-facing field. My first work experiences were in mass media but I wasn't happy with its day-to-day routines, so I broadened my scope to other opportunities. I was very familiar with Orchestrate's popular family of restaurants - as a Des Moines native they were always where my family celebrated special occasions - but hadn't really thought about a career in hospitality. When this position opened up, I noticed it checked all the boxes of what I was looking for and quickly applied. In my day-to-day duties, I coordinate guest engagement for all nine Orchestrate restaurant brands; developing social media content, fielding customer feedback and working on a host of other marketing initiatives. I love the interactive and dynamic nature of our industry - no two days are ever the same!"







GUEST RELATIONS REPRESENTATIVE

ENTRY LEVEL

ESC - ENTERPRISING, SOCIAL, CONVENTIONAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$13 - \$25/hour

Interact with customers by phone, email, social media, online chat and in person to provide information in response to inquiries about products and services. Handle, record and resolve complaints when necessary, weighing the needs of the customer and the company for long-term growth and success. May provide recommendations for new or improved product and service offerings.

Knowledge & Skills:

- 1) Customer & Personal Service
- 2) Critical Thinking & Problem Solving
- 3) Sales & Negotiation
- 4) Communication & Social Media Tool
- 5) Active Listening & Understanding
- 6) Conflict Management & Resolution



Similar Roles/Titles:

Customer Service Agent, Customer Service Representative, Guest Services Specialist, Member Services Representative, User Assistance Agent

Typical Project Types:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

ORDER ANALYST

ENTRY LEVEL

ESC - ENTERPRISING, SOCIAL, CONVENTIONAL

Typical Education/Training: High School Diploma/HSED

Work Experience: 0 - 3 years

Wage Range: \$15 - \$25/hour

Receive, review and process incoming orders via mail, phone, fax, online, digital app or other electronic means for foods, beverages, materials, products or services. Coordinate pick-up and delivery needs with vendors or service providers. Work directly with customers to resolve order problems or complaints, answer questions about prices, shipping dates, or delays and assist with contracts or sales negotiations.

Knowledge & Skills:

- 1) Account & Project Management
- 2) Computers & Technology
- 3) Written & Oral Communication
- 4) Customer & Personal Service
- 5) Critical Thinking & Problem Solving
- 6) Inspection & Record Keeping

Similar Roles/Titles:

Order Clerk, Order Entry Representative, Order Processing Clerk, Sales Assistant, Processing Specialist

Typical Project Types:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

DIGITAL CONTENT ASSISTANT

ENTRY LEVEL

AIC - ARTISTIC, INVESTIGATIVE, CONVENTIONAL

Typical Education/Training: Technical Certificate/Diploma

Work Experience: 0 - 3 years

Wage Range: \$16 - \$35/hour

Research, design and create digital stories, music, videos, advertisements and other digital content to be distributed and consumed through webpages, social media, streaming services and other entertainment channels. Work with various forms of digital files, computers, virtual reality and other electronic tools, technology and design software. May work individually or as part of a team on broad marketing, sales or multimedia campaigns.

Knowledge & Skills:

- 1) Computers & Technology
- 2) Application & Software Design
- 3) Basic Programming & Development
- 4) Graphic & Digital File Processing
- 5) Critical Thinking & Problem Solving
- 6) Deductive & Inductive Reasoning

Similar Roles/Titles:

Graphic Artist, Content Developer, Digital Artist, Multimedia Designer, Digital Media Specialist

Typical Project Types:

Attraction, Residential, Office, Lodging, Brew/Wine, Resort, Event Center, Home



INFORMATION SECURITY ANALYST

ENTRY LEVEL

CIA - CONVENTIONAL, INVESTIGATIVE, ARTISTIC

Typical Education/Training: Associate Degree

Work Experience: 0 - 3 years

Wage Range: \$23 - \$47/hour

Monitor, inspect, test and protect computer networks, databases and other related technologies, systems or sources of information against security breaches, viruses and other spyware, phishing or data hostage scenarios. Utilize a combination of technical programs, digital forensics or software tools and an understanding of psychology, social engineering and other human factors to provide full security support and guidance to address increasingly complex physical and cyber security threats.

Knowledge & Skills:

- 1) Inspection & Attention to Detail
- 2) Computers & Technology
- 3) Critical Thinking & Problem Solving
- 4) Psychology & Sociology
- 5) Analytical, Test, & Scientific Software
- 6) Data Collection & Analysis



Similar Roles/Titles:

Cybersecurity Analyst, Information Security Officer, Information Security Specialist, IT Security Analyst, Security Analyst

Typical Project Types:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

MARKET INTELLIGENCE ANALYST

MID LEVEL

IEC - INVESTIGATIVE, ENTERPRISING, CONVENTIONAL

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$18 - \$29/hour

Research, combine and analyze various sources of market or business intelligence data to identify patterns or trends that can be used to determine changing consumer needs or preferences, competitive pricing structures and effective methods for the marketing or distribution of products or services. Prepare data files, reports and recommendations for sales or marketing, business operations, and other client relations teams. May offer general guidance or focus on specific types of products, experiences, services or user needs.

Knowledge & Skills:

- 1) Data Research & Analysis
- 2) Deductive & Inductive Reasoning
- 3) Critical Thinking & Problem Solving
- 4) Advanced Computers & Technology
- 5) Inspection & Attention to Detail
- 6) Communication & Project Management

Similar Roles/Titles:

Business Intelligence Analyst, Business Intelligence Specialist, Commercial Intelligence Analyst, Industry Analyst, Strategic Intelligence Consultant

Typical Project Types:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

MARKETING SPECIALIST

MID LEVEL

IEC - INVESTIGATIVE, ENTERPRISING, CONVENTION

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$18 - \$34/hour

Research market conditions and gather information to determine user needs and sales potential for various foods, lodging, attractions and other products or services. Measure the effectiveness of marketing, advertising and communications programs and strategies, including social media, search engine optimization and other digital tools or strategies. Collect and analyze data on competition, customer base and advances in related technologies.

Knowledge & Skills:

- 1) Research, Data, & Analytics
- 2) Customer & Personal Service
- 3) Critical Thinking & Problem Solving
- 4) Sales & Marketing
- 5) Social Media & Communication Tools
- 6) Computers & Technology



Similar Roles/Titles:

Marketing Analyst, Communications Specialist, Market Research Analyst, Advertising Specialist, Brand Ambassador

Typical Project Types:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



SOCIAL MEDIA STRATEGIST

MID LEVEL

IEC - INVESTIGATIVE, ENTERPRISING, CONVENTION

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$19 - \$35/hour

Design, implement and measure the effectiveness of digital marketing, engagement and communications programs and strategies across various social media tools, applications and streaming services. Research consumer preferences, market conditions and other data to inform the development and roll out of virtual, digital and mixed reality marketing campaigns or resources that build awareness and drive sales for products or visits to locations and attractions.

Knowledge & Skills:

- 1) Research, Data, & Analytics
- 2) Customer & Personal Service
- 3) Critical Thinking & Problem Solving
- 4) Sales & Marketing
- 5) Social Media & Communication Tools
- 6) Computers & Technology

Similar Roles/Titles:

Marketing Analyst, Communications Specialist, Market Research Analyst, Social Media Specialist, Digital Marketing Strategist

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

GUEST RELATIONS SUPERVISOR

MID LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$22 - \$34/hour

Plan, direct and coordinate the activities of guest relations or customer service agents and representatives of the organization who answer questions, address complaints and may handle billing for customers. Handle complex or elevated cases and customer complaints. Monitor and trends in product or service requests, identify common problems or complaints and provide updates or recommendations for related solutions.

Knowledge & Skills:

- 1) Management & Leadership
- 2) Customer & Personal Service
- 3) Project & Time Management
- 4) Advanced Conflict Management & Negotiation
- 5) Critical Thinking & Problem Solving
- 6) Computers & Technology

Similar Roles/Titles:

Administrative Supervisor, Office Supervisor, Client Facing Supervisor, Customer Service Supervisor, Shift Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

DATA MANAGER

MID LEVEL

CIA - CONVENTIONAL, INVESTIGATIVE, ARTISTIC

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$25 - \$50/hour

Administer, implement, test and patch or repair computer databases to assist in the storage of sensitive data, inventory control records and other sources of information that need to be referenced or accessed by various staff, programs and other systems or networks. Stay updated on advances in technology, cybersecurity needs and industry trends to ensure data is safeguarded, accessible and private at all times.

Knowledge & Skills:

- 1) Database Management and Networking
- 2) Computers and Technology
- 3) Communication & Project Management
- 4) Critical Thinking and Problem Solving
- 5) Analytical and Scientific Software
- 6) Data Collection and Analysis

Similar Roles/Titles:

Data Architect, Data Controls Manager, Database Coordinator, Information Systems Manager, Database Manager

Typical Work Environments:

Mobile, Attraction, Restaurant, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



PROJECT MANAGER

MID LEVEL

ECI - ENTERPRISING, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree

Work Experience: 4 - 7 years

Wage Range: \$26 - \$41/hour

Consult and negotiate with internal teams and external customers to determine project details, budget and deadlines. Coordinate projects and delegate tasks with managers, supervisors and other department or division leads. Monitor, gather and assess information for project status reports, ensuring compliance with regulations and keeping projects on time and within budget.

Knowledge & Skills:

- 1) Time & Project Management
- 2) Communication & Attention to Detail
- 3) Critical Thinking & Problem Solving
- 4) Computers & Technology
- 5) Basic Engineering & Design
- 6) Sales & Negotiation

Similar Roles/Titles:

Project Lead, Project Owner, Senior Project Engineer, Project Development Lead, Project Director

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

WEB/APP DEVELOPER

MID LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Associate Degree

Work Experience: 4 - 7 years

Wage Range: \$27 - \$50/hour

Design, build and maintain web sites, applications and other digital tools with programming or scripting languages, content creation and management tools and graphic or digital media. Analyze user trends, site visits, feedback and other metrics to match or modify content, graphics, performance and capacity. May integrate sites, applications and other digital tools or content with additional computer programs or applications and convert written, graphic, audio or video components to compatible formats.

Knowledge & Skills:

- 1) Computers & Electronics
- 2) Programming & Development
- 3) Web & Mobile Technology
- 4) Attention to Detail & Inspection
- 5) Critical Thinking & Problem Solving
- 6) Deductive & Inductive Reasoning

Similar Roles/Titles:

Application Developer, Software Developer, Web Designer, App Designer, Software Engineer

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

GUEST RELATIONS MANAGER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$26 - \$43/hour

Oversee the management and coordination of all guest relations reps, customer service agents, administrative staff and other employees who interact directly or indirectly with customers. Monitor customer trends, review and negotiate contracts or service level agreements and enact staffing, training or budgetary solutions to ensure long-term organizational success and growth.

Knowledge & Skills:

- 1) Management & Leadership
- 2) Advanced Customer & Personal Service
- 3) Contracts, Budgets, & Financial Models
- 4) Communication & Human Resources
- 5) Complex Critical Thinking & Problem Solving
- 6) Sales & Marketing

Similar Roles/Titles:

Customer Service Coordinator, Director of Guest Relations, Client Facing Manager, Administrative Officer, Business Administrator

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



MARKETING MANAGER

SENIOR LEVEL

ECS - ENTERPRISING, CONVENTIONAL, SOCIAL

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$30 - \$55/hour

Plan, develop and coordinate marketing policies and programs, such as determining product demand and competitive market analysis. Develop pricing strategies with the goal of maximizing profits or share of the market while ensuring customer satisfaction. Oversee product expansion efforts and monitor trends that indicate the need for new or improved foods, beverages, lodging, entertainment and other products or services.

Knowledge & Skills:

- 1) Advanced Sales & Negotiation
- 2) Advanced Management & Leadership
- 3) Advanced Communication & Marketing
- 4) Market Research & Analytics
- 5) Advanced Computers & Technology
- 6) Social Media & Digital Marketing Tools

Similar Roles/Titles:

Director of Marketing, Brand Manager, Business Developer, Marketing Officer, Marketing Planner

Typical Work Environments:

Mobile, Attraction, Restaurant, Residential, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home

DIRECTOR OF IT

SENIOR LEVEL

ECI - ENTERPRISING, CONVENTIONAL, INVESTIGATIVE

Typical Education/Training: Bachelor's Degree

Work Experience: 8+ years

Wage Range: \$30 - \$60/hour

Research, design and implement computer and information systems and networks, including the necessary hardware and software to safely and securely operate in an increasingly digital world. Coordinate staff training and support with managers and supervisors. Stay updated on industry trends, user preferences or needs and oversee the purchase and routine maintenance of all related systems and technologies.

Knowledge & Skills:

- 1) Advanced Computers & Technology
- 2) Complex Network & Telecommunication Systems
- 3) Advanced Leadership & Management
- 4) Research & Business Intelligence
- 5) Critical Thinking & Problem Solving
- 6) Deductive & Inductive Reasoning

Similar Roles/Titles:

Information Systems Architect, Director of Information Solutions, IT Manager, Senior IT Engineer, IT Architect

Typical Work Environments:

Mobile, Attraction, Restaurant, Warehouse, Office, Lodging, Brew/Wine, Resort, Event Center, Education, Home



CAREER SPOTLIGHT

Jessica W. - Public Relations & Marketing Manager for Visit Quad Cities (Davenport, IA)

"I never really considered a career in tourism until I heard someone from our convention and visitor's bureau speak at an event. It sounded interesting, so when I saw an opening with them, I applied, was hired and started learning about tourism. I'm now part of our Brand Acceleration & Engagement department and manage our PR and communication efforts through earned media, member communications, email outreach, text campaigns, blogging and promotions, such as QC Restaurant Week and the QC Ale Trail. I like how every day is different with various items to work on, whether it's writing, graphic design, team projects or coordinating with community members. The tourism industry has so many facets and that's what makes it interesting. It's about figuring out the best way to tell your destination's story. If you enjoy working with people and have a customer-service aptitude, this is a great career field."



ADDITIONAL CAREER OPTIONS - THERE IS A CAREER FOR EVERYONE IN HOSPITALITY & TOURISM!

Don't see a career you like? This document is not meant to cover every possible career option in these fields in Iowa, so don't worry if you don't see something that immediately grabs your attention or seems to match your career interest type. There are a wide range of additional career options available that are necessary for all types of businesses, regardless of industry, size or location. Below are just a few examples of where you might also fit within this exciting and fulfilling industry that makes a difference each and every day. Also visit [CareerPathways.EducateIowa.gov](https://www.educatelowa.gov/careerpathways) to explore other industries!

- **INFORMATION TECHNOLOGY** – A wide range of additional careers that focus on the use of computers and other technology to receive, store, transmit, and work with different types of information and data.
HELP DESK TECHNICIANS, SOFTWARE DEVELOPERS, GRAPHIC DESIGNERS, NETWORK TECHNICIANS, AND DATA SCIENTISTS.
- **ADMINISTRATIVE & HUMAN RESOURCES** – Those in charge of overseeing various aspects of employment for a company, such as recruitment, employee benefits and compliance with labor laws.
HIRING MANAGERS, BENEFITS COORDINATORS, TRAINING AND DEVELOPMENT SPECIALISTS, PAYROLL ADMINISTRATORS, AND RECRUITERS.
- **SKILLED AND MECHANICAL TRADES** – Buildings and facilities take a lot of time and work to maintain, so companies sometimes employ specialized workers or contractors to keep a facility properly maintained and running smoothly, in addition to leading any expansion efforts.
PLUMBERS, ELECTRICIANS, HEATING AND AIR CONDITION TECHNICIANS, CONSTRUCTION WORKERS, AND INDUSTRIAL PAINTERS.
- **EXECUTIVE MANAGEMENT** – A team of individuals at the highest level of management of an organization who oversee the mission, vision and general tasks of managing an organization.
PRESIDENTS, VICE PRESIDENTS, CHIEF OPERATIONS OFFICERS (COO), CHIEF INFORMATION OFFICERS (CIO), AND CHIEF EXECUTIVE OFFICERS (CEO).



NEXT STEPS & PLANNING RECOMMENDATIONS

This document was meant to begin the conversation about some great career opportunities available in Iowa. Below are some additional recommendations for next steps readers can take to continue their career exploration journey. Utilize the basic career exploration plan on the next page to begin putting thought into action. There are many great resources available to help prepare Iowans for fun and rewarding careers in hospitality and tourism!

STUDENTS AND JOB SEEKERS

- **FUTURE READY IOWA CAREER COACH** – The free interactive Career Coach tool at FutureReadyIowa.gov is a great way for students and job seekers of all ages to learn more about their career interests and research specific occupations and related industries, including the ability to customize labor market information, education offerings and employer listings to their specific geographic location. The new [Clearinghouse for Work-Based Learning](#) also allows students to tackle projects to learn more about different industries and gain real-world experience.
- **HANDS-ON EXPERIENCE & VOLUNTEERING** – Contact an employer directly to ask questions, learn about current openings, and request either a site tour or job shadow opportunity for a better idea of what it would be like to work for them. Internships and volunteering are also great opportunities to earn experience, build up a resume and test out a career before making any long-term and expensive career decisions. Consult with counselors, educators and the Iowa Intermediary Network for local opportunities or visit VolunteerIowa.org to search for additional openings. Also consider starting or joining a local chapter of student organizations like [Iowa FCCLA](#) and [SkillsUSA Iowa](#) to make connections, gain industry skills and compete in statewide and national challenge events.
- **EARN SKILLS AND CERTIFICATIONS** – Many careers in this industry will rely on some foundational skills and certifications that can be earned relatively easily and affordably by students and job seekers proactively before entering the workforce. Some schools even have dual-enrollment or pre-apprenticeship agreements that allow students to earn college credit, apprenticeship technical requirements and even full work certifications before graduating. Having these skills, experience and certifications will increase your chances of landing a great job compared to others who have not taken any such action to improve themselves. Ask a guidance or career counselor for more information and begin exploring available in-person and virtual options.

EMPLOYERS, EDUCATORS, AND COMMUNITY SUPPORT PARTNERS

- **WORK-BASED LEARNING INTERMEDIARY NETWORK** – The Iowa Intermediary Network is made up of 15 regional networks that serve as a single one-stop point of contact by connecting businesses and schools with work-based learning opportunities. These can include job shadows, internships, site tours, guest speakers, and educator externships. Contact your regional [Intermediary](#) and access the [Work-Based Learning Guide](#) to learn more about setting up a successful local work-based learning experience. With adult supervision and appropriate privacy and safety measures, youth under the age of 18 can work in this industry.
- **IOWA STEM TEACHER EXTERNSHIPS** – Teachers across Iowa have the opportunity to take advantage of an externship program, where during the summer, they work side-by-side with knowledgeable and skilled professionals who help bring the classroom curriculum to life. Teacher Externships are full-time, six-week temporary summer positions in local businesses and agencies for secondary STEM educators. Teachers earn a stipend of up to \$4,800 (including two days of professional development), as well as one graduate credit through the University of Northern Iowa's Continuing Education program. Teacher Externships provide educators with the exposure to answer questions about real-world application, prepare students for careers they may have in the future, and improve educational experiences. Visit IowaSTEM.gov/externships to learn more and apply for these great opportunities.
- **SECTOR PARTNERSHIPS AND BOARDS** – Employers, educators and other community support partners can take a more active role in training and developing their local workforce by meeting to collaborate on local education, economic, and community issues. These employer-led groups are often referred to as sector partnerships or sector boards. There are currently over 60 of them spread throughout Iowa, with a growing number devoted exclusively to various aspects of hospitality and tourism. More information, group locations, contact information and resources can be found at SectorPartnerships.EducateIowa.gov.

MY CAREER EXPLORATION ACTION PLAN

Use the following template to create an action plan for taking the next steps towards a fun, exciting and fulfilling career in hospitality and tourism in Iowa!

	What is the goal?	Who is involved?	How will it be completed?	Where will it be completed?	When will it be completed?
Goal Example	I want to actually see what it is like to be an Event Planner.	Me, my teacher, my parents, and an Event Planner.	I will watch videos online and call a local company to set up a job shadow opportunity to sit with and observe an Event Planner at work	Online and in-person at a local training center or job site.	Summer 2024
Goal #1					
Goal #2					
Goal #3					
Goal #4					



**COMMUNITY COLLEGES &
WORKFORCE PREPARATION**
PROSPERITY THROUGH EDUCATION

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