

Tourism Coordinator

General Definition of Work

Performs intermediate administrative work establishing and maintaining communications with a variety of groups, individuals and commissions, developing and assisting in promotion of tourism products, marketing the County's attractions, developing and maintaining a marketing plan, attending events, and related work as apparent or assigned..

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Facilitates the development, planning, organization and implementation of tourism programs for the County in coordination with Towns and other localities.

Implements and updates the Tourism Plan; works closely with communities to enhance existing tourism products and develop new products.

Establishes and maintains ongoing communication with government, business, civic and cultural institution leaders, convention and event planners and the local tourism industry.

Works with State and regional tourism agencies and recreation departments to advertise the area and promote special events.

Develops and raises funds for special events.

Prepares and submits applications for external funding including grant writing.

Develops and implements the annual operating and marketing plan to promote the County to local, State, regional, national and international audiences.

Prepares and administers marketing programs; develops and places advertisements promoting the area; speaks at various community and civic organizations, events and meetings.

Directs the preparation of and maintains the department's annual budget; monitors expenditures; oversees the creation of financial and annual audit reports.

Oversee and coordinate tourism volunteer efforts.

Other duties as assigned.

Knowledge, Skills and Abilities

Thorough knowledge of methods, approaches and procedures involved in tourist promotion; thorough knowledge of advertising and tourism marketing techniques, practices, and methods; thorough knowledge of the location of tourist attractions in the County; thorough knowledge of the layout of the County; ability to direct people to events and attractions; ability to create promotional materials; ability to express ideas clearly and effectively, orally and in writing; ability to establish and maintain effective working relationships with government officials, business owners, consultant, associates and the general public.

Education and Experience

Associates/Technical degree with coursework in business administration, or related field and considerable experience in grant writing, tourism, promotion, marketing and product development, or equivalent combination of education and experience.

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Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires speaking or hearing and using hands to finger, handle or feel, frequently requires standing, walking, sitting and repetitive motions and occasionally requires stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the Commonwealth of Virginia.