

Tourism Coordinator

Dept: Tourism

FLSA Status: Non-Exempt

General Definition of Work

Performs intermediate administrative work planning and organizing tourism web site and social media initiatives, market sales, serving as liaison to the hotel industry, and related work as apparent or assigned. Work is performed under the limited supervision of the Tourism Director.

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

- Updates and maintains the County tourism website; updates and maintains the County portion of VisitNC.com website; develops, updates and maintains the social media information.
- Assists with reviewing advertising opportunities; takes photographs and maintains digital library; assists with composing tourism related press releases.
- Verifies facts, organizes and coordinates with the North Carolina Division of Tourism, Film and Sports Development.
- Assists with aspects of marketing creation, including visitor brochures, website, etc.; solicits visitor related businesses for media and marketing purposes.
- Works with visitor related businesses to promote individual businesses and increases and enhances partnerships within the local economy.
- Assists with the preparation and administration of the annual marketing plan; maximizes promotion of visitor businesses.
- Works jointly with other visitors bureaus regarding cooperative advertising and marketing in the area.
- Works jointly with the North Carolina Division of Tourism, Film and Sports Development on various initiatives, marketing, story ideas, media leads, group sales leads and assists with press tours, as needed.
- Abides by, enforces and participates in the implementation and ongoing oversight of Randolph County Government safety standards and regulations.

Knowledge, Skills and Abilities

Thorough knowledge of methods, approaches and procedures involved in tourism industry promotion; thorough knowledge of advertising and tourism marketing techniques, practices, and methods; ability to create promotional materials; ability to express ideas clearly and effectively, both orally and in writing; ability to establish and maintain effective working relationships with government officials, associates, visitors and the general public.

Education and Experience

High school diploma or GED with coursework in hospitality, marketing, traveling, tourism, public relations, or related field and three to five years experience working in hospitality, marketing, traveling, tourism, public relations, or equivalent combination of education and experience. Associates/Technical degree preferred.

Physical Requirements

This work requires the occasional exertion of up to 50 pounds of force; work regularly requires using hands to finger, handle or feel, frequently requires sitting and speaking or hearing and occasionally requires standing, walking, reaching with hands and arms, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or

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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 machines, operating motor vehicles or equipment and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a quiet location (e.g. library, private offices).

Special Requirements

Valid North Carolina Driver's License within 60 days of employment.

Competencies

Business Ethics: Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values

Communications: Expresses ideas and thoughts verbally; Expresses ideas and thoughts in written form; Exhibits good listening and comprehension; Keeps others adequately informed; Selects & uses appropriate communication methods

Customer Service: Displays courtesy and sensitivity; Manages difficult or emotional customer situations; Meets commitments; Responds promptly to customer needs; Solicits customer feedback to improve service

Dependability: Responds to requests for service and assistance; Follows instructions, responds to management direction; Takes responsibility for own actions; Commits to doing the best job possible; Keeps commitments; Meets attendance and punctuality guidelines

Job Knowledge: Competent in required job skills & knowledge; Exhibits ability to learn and apply new skills; Keeps abreast of current developments; Requires minimal supervision; Displays understanding of how job relates to others; Uses resources effectively

Quality: Demonstrates accuracy and thoroughness; Displays commitment to excellence; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality

Relationship Building: Builds rapport up, down, and across the organization; Establishes collaborative relationships to achieve objectives; Seeks win-win solutions to conflict; Develops network of professional contacts; Displays empathy and tolerates diverse viewpoints

Initiative: Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for help when needed

I have read and understand my job responsibilities as outlined in this job description and will abide by and follow these duties.

Employee Name (Printed)

Employee Signature

Manager Name (Printed)

Manager Signature

Date