

CITY OF YOUR TOWN

TOURISM COORDINATOR

Exempt Status

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

To plan and oversee the development, implementation, and oversight of tourism programs and initiatives; to coordinate assigned activities with other departments and outside agencies; and to provide responsible and complex administrative support to the Director of Economic Development.

SUPERVISION RECEIVED AND EXERCISED

Receives general administrative direction from the Director of Economic Development.

Exercises supervision over technical, clerical staff, and volunteers.

ESSENTIAL FUNCTION STATEMENTS -- *Essential responsibilities and duties may include, but are not limited to, the following:*

Essential Functions:

1. Coordinate and implement tourism administrative operations of the Department of Economic Development.
 - a. Develop and implement tourism goals, objectives and work tasks.
 - b. Establish and maintain appropriate communications with the Director of Economic Development, City Manager's Office and elected and appointed City officials.
 - c. Research, prepare and administer the hotel occupancy tax budget to include cooperation with hotel representatives and other tourism-related constituents.
 - d. Serve as technical advisor to the Director of Economic Development regarding tourism issues.
 - e. Attend City Council and other meetings as needed.
 - f. Actively participate in appropriate professional organizations to maintain awareness of leading edge or best practices in tourism programs.
 - g. Effectively manage time and resources to meet multiple project deadlines.
 - h. Provide input into the continued development of the City's website that integrates merchants, restaurants and attractions to visitors' real time booking and purchasing opportunities.
 - i. Administrative responsibility related to tourism programs.

2. Identify, develop, implement and manage events attracting non-residents to stay overnight and patronize businesses in the City.
 - a. Generate room night usage and increase patronage of City businesses.
 - b. Plan, promote and implement annual festivals, events and cultural activities intended to generate room night usage and to increase patronage of City businesses while fostering positive relations with merchants, businesses, residents and local, county and state government agencies (e.g. City-wide Sidewalk Sale).
 - c. Implement analytical event research and development.

- d. Coordination all aspects of events set-up, caterers, security, suppliers, vendors, etc.
 - e. Coordinate the preparation of facility and function rooms for schedule events. Provide outside vendor information. Monitor and ensure events are secure. Assist in planning and provide internal coordinating services to execute all customer events. Assist in maintaining events calendar and prepare related documentation as required. Maintain constant contact with customer before, during and after events to ensure arrangements are satisfactory. Assess and collect all outstanding fees for rental and in-house catering. Prepare any and all in-house catering functions on assigned events basis.
 - f. Ensure successful event coordination and specific event coordination through planning, vendor information, scheduling, user contact and facility set-up.
 - g. Flexible Work Schedule – must be willing to work irregular hours and have flexible schedule hours for weekends and limited holidays.
 - h. Provide continuous input toward improving the festival and event activities, appearance and total guest experience.
 - i. Research and implement festival aesthetics, in conjunction with the various festival teams.
 - j. Handle festival related questions from vendors, suppliers, citizens, visitors and fellow employees in a courteous and efficient manner whether by phone, e-mail or in person.
 - k. Maintain accurate databases and files for festivals and events.
3. Identify and implement marketing and promotion programs attracting non-residents to stay overnight and patronize Your Town businesses.
- a. Develop promotional materials, pamphlets, giveaways, etc. appropriate for representing the City in a variety of marketing formats.
 - b. Participate and/or exhibit in national, regional or local marketing opportunities (e.g. trade shows, conferences, significant events, familiarization tours).
 - c. Organize and facilitate meetings of targeted groups to disseminate information and enhance interest in visiting Your Town.
 - d. Coordinate concierge and association manager visits, meetings, tours, luncheons, etc. as necessary to market Your Town.
 - e. Promote the general public's impression of Your Town.
 - f. Develop and implement event-marketing strategies.
 - g. Promote, market and sell Your Town dining, shopping, recreation, lodging and attraction products to group tours and individual visitors throughout the travel industry market.
 - h. Implement marketing and sales efforts designed to generate visits to Your Town, ranging from visitor information stops to overnight visits to extended stays.
 - i. Implement sales plans and strategies to solicit through written and verbal communication to various groups, organizations, individuals, etc. for the purpose of attracting and booking potential customers for dining, shopping, accommodation, attractions and recreation products in Your Town.
 - j. Implement telesales efforts targeted at building an active database of Your Town group visitors.
 - k. Maintain a high degree of knowledge of existing Your Town products through frequent visits, site inspections and facility tours.
 - l. Attend and participate in department and hotel sales meetings, as appropriate.
 - m. Develop and maintain a close working relationship with concierge, bell stand, visitor centers and tourism sales representatives of Your Town and surrounding city attractions.
 - n. Develop and promote group bus tours of Your Town Town Square and other Your Town attractions for both day trips and overnight accommodations.
 - o. Promote individual and group tour businesses to festivals and events and assist with specific festival elements as determined by the Director of Economic Development.

4. Develop and nurture community relationships and organizational partnerships.
 - a. Provide tourism related reports and presentations to Director of Economic Development, City Council, City Management, Advisory Boards, Civic and Service organizations as well as the business community and general public.
 - b. Coordinate tourism activities with other City departments and with outside agencies, particularly the Chamber of Commerce, and area regional, state, and national tourism organizations.
 - c. Establish and maintain positive relationships with agencies such as the Your Town Chamber of Commerce, Metroport Cities Partnership, and the Your Town Executive Forum.
 - d. Establish and maintain positive relationships with the media through frequent interaction, attentiveness and accuracy of information and responses.
 - e. Develop a broad base of vendors, contractors, community volunteers and corporate group volunteers.
 - f. Develop strong planning and strategic cooperatives with local merchants.
 - g. Ensure timely and appropriate coordination and communication among local businesses, citizens, committees, city officials and services with regards to festivals and events.
 - h. Assure the service of both existing as well as new clients and maintain proper records of all contracts.

5. Manage the development, maintenance and oversight of the visitor's portion of the City's web site.
 - a. Ensure appropriate and time sensitive information is developed and maintained on the web site.
 - b. Creatively pursue opportunities to enhance service deliver via the web site for visitors to the City.

Marginal Functions:

1. Perform related duties and responsibilities as required.
2. Conduct research and complete special projects as assigned.

QUALIFICATIONS

Knowledge of:

Operations, services, and activities of a comprehensive municipal tourism program.
Principles and practices of program development and administration.
Methods and techniques of statistical data and analysis.
Principles and practices of negotiating sensitive issues related to tourism.
Local government operations, rules, and regulations.
Principles and practices of municipal budget preparation and administration.
Principles of supervision, training, and performance evaluation.
Principles and practices of collecting, reviewing, and analyzing technical and statistical data.
Methods and techniques of report preparation.
Principles and practices of business management and administration.
City personnel policies and procedures.
Principles and procedures for developing goals, objectives, and management plans.

Computer application programs including: word processing (e.g. Microsoft Word), spreadsheets (e.g. Excel), databases (e.g. Access), presentation programs (e.g. PowerPoint), graphic design (e.g. Photo Editor, Photo Shop), desktop publishing (e.g. Quark Xpress), website development (e.g. Front Page), and digital scanners.

Pertinent Federal, State and local laws, codes and regulations.
Standard business English, spelling and grammar.

Ability to:

Manage and direct comprehensive municipal tourism programs.

Develop and administer goals, objectives and procedures.

Analyze and assess programs, policies, and operational needs and make appropriate adjustments.

Analyze data and information; draw conclusions; propose responsive actions.

Identify and respond to sensitive community and organizational issues, concerns, and needs.

Plan, organize, direct, and coordinate the work of assigned staff.

Delegate authority and responsibility.

Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

Research, analyze, and evaluate new service delivery methods and techniques.

Prepare clear and concise administrative and financial reports.

Prepare and administer large and complex budgets.

Interpret and apply applicable Federal, State, and local policies, laws, and regulations.

Communicate clearly and concisely, both orally and in writing.

Operate a computer and other office equipment; develop graphic presentations.

Maintain confidentiality of certain City information.

Establish and maintain effective working relationships with those contacted in the course of work.

Operate assigned vehicle to travel to various meetings and events in the City.

Maintain effective audio-visual discrimination and perception needed for:

- *Making observations;*
- *Communicating with others;*
- *Reading and writing; and*
- *Operating assigned equipment.*

Maintain mental capacity, which permits:

- *Making sound decisions;*
- *Using good judgment; and*
- *Demonstrating intellectual capabilities.*

Maintain physical condition appropriate to the performance of assigned duties and responsibilities, which may include the following:

- *Sitting for extended periods of time;*
- *Standing for extended periods of time during marketing events;*
- *Working closely with others; and*
- *Operating assigned equipment.*

Experience and Training Guidelines

Any combination of experience that would likely provide the required knowledge is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five (5) years responsible experience in tourism program development and implementation, with two (2) years of administrative and supervisory experience.

Training:

Equivalent to a Bachelors degree in Business, Marketing, Public Relations, or a related field from an accredited college or university.

License or Certification:

Possession of an appropriate, valid Texas driver's license. Certification from IFEA (International Festivals & Events Association) or TFEA (Texas Festivals & Events Association) preferred or enrollment with the intent to complete and 4 years of festival management experience or the equivalent combination of education and experience. Previous work experience in marketing, sales, event planning, sponsorship or fund raising may be substituted for college degree (1 year experience = 30 credit hours).

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens; some travel within the City and nationally required; frequent contact with the public, City Council members, other city departments and boards, commissions and advisory committees.

Physical Conditions:

Essential and other important responsibilities and duties require maintaining physical condition necessary for standing and sitting for prolonged periods of time; manual dexterity; may be required to operate assigned vehicle.

Skills:

Event planning in Convention Center or hotel environment is desirable.