

ORANGE COUNTY CLASS SPECIFICATION

TITLE: TOURISM ASSISTANT **GRADE:** 11

TITLE ABBREVIATION: TOURISM ASST **TITLE NO.:** 6770

JURIS.CL: C **SALARY CODE:** 01 **EEO CODE:** AS **FLSA CODE:** NE

DEPARTMENT: TOURISM

SUPERVISOR'S TITLE: TOURISM COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for maintaining communication with key tourism vendors, constituents, special interest, arts and cultural groups in the tourism, arts and culture affairs and film industries. The work also involves assisting in the expansion of the tourism industry in Orange County by consistent community networking and representation at trade shows and sales conferences. Expansion activities would also include the maintenance of a database of business contacts and the preparation of public relations materials, news releases and special projects. The work is performed under general supervision with latitude to exercise independent judgment in day-to-day assignments. Does related work as required.

TYPICAL WORK ACTIVITIES:

Develops tourism business for the County with special interest, arts and cultural groups by conducting outreach and maintaining contacts through correspondence and meetings;

Maintains database for dissemination of information to groups and individuals;

Attends events and trade shows to disseminate information regarding Orange County tourism, arts and cultural affairs;

Develops itineraries and contacts vendors to supply necessary components;

Develops new programs to expand and increase tourism, arts, historical, and cultural opportunities in Orange County;

Plans familiarization tours for travel writers to enhance their knowledge of local tourism opportunities;

Oversees and maintains displays at various venues including Stewart Airport and the County Government Center to advertise County tourism, arts and cultural affairs;

Updates Tourism and film website information;

Responds to requests for information, and conducts research when necessary;

Researches and writes press releases to educate the public about tourism opportunities;

Updates events for website and media as required;

Prepares reports and attends meetings and trade shows as required.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of tourism and hospitality marketing; good knowledge of project monitoring; skill in operating computer/word processing equipment and programs; ability to conduct research; ability to organize and manage projects; ability to plan and coordinate tours and special events; ability to communicate effectively both orally and in writing; ability to develop and maintain cooperative working relationships; ability to design and produce effective promotional materials; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree or higher in Marketing, Business Administration, Public Administration, Communications, Hospitality, Public relations, or closely related field and one (1) year of experience involving tourism development, advertising, business development, marketing activities, or closely related field in hospitality for a public or private enterprise; OR
- (B) Completion of 60 credit hours from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees and three (3) years of experience as described in (A) above.

SPECIAL REQUIREMENT: Possess and maintain a valid driver's license.