

9. Conducts market research and disseminates data on tourism trends and the economic impact of tourism to the County;
10. Prepares reports, responds to inquiries and provides comment on State tourism programs as required;
11. Keeps informed on current trends in the travel/tourism industry and of the uses and capabilities of the variety of destinations in the County;
12. Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of tourism development and promotional activities in Orange County; knowledge of the principles, methods and techniques used in tourism marketing, promotional and public relations, local tourism development, tour packaging, and tourism event development and coordination; knowledge of the geographic and business area layout of communities in Orange County; working knowledge of issues, concerns and impediments affecting tourism development; ability to meet and deal effectively with people at all levels in the public and private sector; ability to present ideas and informational materials clearly and effectively, both orally and in writing; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; ability to bend and to lift and carry twenty-five (25) pounds; sound judgment; integrity; 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, Tourism, or closely related field and three (3) years involving tourism development, advertising, business development, marketing activities, or closely related field, 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 five (5) years of experience as described in (A) above.