



CLASSIFICATION NO. 364

Established: 9/11

Revised: 12/16

FLSA: Exempt

EEO: 2

## **TOURISM COORDINATOR**

### **CLASS CHARACTERISTICS**

Under direction, to develop and coordinate all activities of the tourism programs (natural, cultural, and heritage tourism), including the budget and plan; to lead the work of assigned staff; and to do other work as required.

### **DISTINGUISHING CHARACTERISTICS**

The Clackamas County Tourism & Cultural Affairs (CCTCA) Department is the destination marketing organization for Clackamas County. It is funded by the transient lodging tax charged on all overnight stays in commercial lodging facilities in the county. The department is responsible for strategies that both develop tourism attractions, facilities and products, and markets the destination through advertising, promotions, public relations and sales materials. By increasing the number of new and repeat visitors to the County, the department contributes to economic development and local vitality.

The Tourism Coordinator guides and provides oversight to all activities within assigned tourism program, including publications, marketing, communications, and development. Incumbents have responsibility for the assigned tourism program's budget, project management, and leads and coordinates the work of staff, contractors, contracts and vendors.

The Tourism Coordinator differs from the Tourism Specialist that provides journey level support and does not have supervisory or lead work responsibilities.

### **TYPICAL TASKS**

Duties may include but are not limited to the following:

1. Creates, implements and coordinates tourism plans and strategies; ensures a variety of elements are included such as agritourism, outdoor recreation, events, heritage, lodging, and international and culinary travel; assesses needs and opportunities for tourism product development, communications, and marketing within the Mt. Hood Territory; researches, explores and develops new tourism products, attractions, markets and opportunities within the County; communicates and represents developing niches and attractions to the tourism industry and media; assures all external communications and campaigns are aligned with CCTCA's voice and brand guidelines
2. Recommends, administers, monitors and coordinates tourism publications, marketing, communications, or development budgets; coordinates and manages tourism grant programs.

3. Counsels, advises and provides information and support to tourism partners and interested parties; cultivates productive working relationships with tourism partners including community, federal, state, regional, local, arts/cultural/heritage, internal County, and County Events Center/Fairgrounds; provides support to parties seeking to establish or expand tourism opportunities within the County; works with partners to further develop and market international products/packages; serves as a liaison between CCTCA and interested parties on community relations, communication, development, or marketing of tourism assets in Clackamas County.
4. Assesses, monitors and leverages existing community and tourism assets; engages with partners, businesses and communities to better leverage assets and public relations, and increase return on investments, overnight stays, and tourism activity within the County; works with communities, lodging partners, tour operators, and others to overcome or mitigate barriers to existing and potential tourism related opportunities and activities; plans and coordinates with regional partners on media and travel tradeshows, familiarization tours, and tourism related educational events.
5. Responsible for tourism website content and communications; writes and proofs stories for publications, website content, and other communications for CCTCA and those published by regional and state tourism partners; oversees staff to assure all external communications and campaigns are aligned with CCTCA's voice and brand guidelines.
6. Represents and serves as liaison for CCTCA on various boards, associations, committees, governmental agencies, and chambers; preserves, promotes and strengthens relationships with entities and partners; participates in collaborative regional events; ensures Clackamas County remains viable and attractive to those offering tourism opportunities or desiring to develop, market, communicate, or enhance tourism assets.
7. Leads the work of employees; provides daily work direction; plans, schedules, assigns and reviews work; trains and provides assistance and guidance to staff; analyzes and resolves work problems; makes; provides feedback to management on personnel actions, such as hiring and performance evaluations.
8. Coordinates and manages contracts; develops Requests for Proposals (RFP); manages vendors and supervises projects.

### **REQUIRED KNOWLEDGE AND SKILLS**

Thorough knowledge of: Principles and practices of tourism development, marketing and promotion from a local government perspective; Clackamas County tourism product; principles of community and media relations; proper office procedures and practices; project management; basic principles of supervision.

Skill to: Communicate effectively, both orally and in writing including demonstrated ability to instruct, explain, persuade, negotiate, facilitate discussions and meetings, and speak convincingly to large groups; represent the CCTCA and Mt. Hood Territory offerings to a variety of partners and other interested parties; collect, analyze and evaluate data from an array of sources; formulate and present recommendations; establish and maintain effective and positive relationships with other staff, clients and tourism partners; manage time effectively; initiate projects, work independently on several projects simultaneously; exercise independent judgment with limited supervision; lead, assign and review work of staff, contractors and others;

motivate people in the workplace; listen effectively to issues raised by staff, consultants and the public; develop, organize and coordinate staff and other resources to accomplish department and program goals; create presentations and promotional materials; prepare, negotiate and administer contracts and governmental agreements; formulate and evaluate policies and procedures; develop and justify budget requests; administer the distribution and proper use of funds according to the approved budget or awarded under grant programs; operate office equipment including personal computers, photocopiers, printers and projectors; use standard software programs including MS Word, Excel and PowerPoint.

### **MINIMUM QUALIFICATIONS**

Minimum qualifications are used as a guide for establishing the minimum experience, education, licensure, and/or certifications required for employment in the classification. The following minimum qualifications are established for this classification. Additional minimum qualifications and special conditions may apply to a specific position within this classification and will be stated on the job announcement.

**Experience:** A minimum of five (5) years of related experience that would provide the required knowledge and skills to perform the responsibilities of this position.

**Licenses/Certifications:** None Required.

### **PRE-EMPLOYMENT REQUIREMENTS**

Driving is required for County business on a regular basis or to accomplish work. Incumbents must possess a valid driver's license, and possess and maintain an acceptable driving record throughout the course of employment.