



CLASSIFICATION NO. 856  
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FLSA: Non-exempt  
EEO: 5

## TOURISM PROGRAMS ASSISTANT

### **CLASS CHARACTERISTICS**

Under general supervision, to perform paraprofessional, technical and administrative assignments related to support of all activities of tourism programs; to maintain tourism databases and records; to proofread department's creative and communication materials; to research and compile data; to support promotions, tours and events; and to do other work as required.

### **DISTINGUISHING CHARACTERISTICS**

The Clackamas County Tourism & Cultural Affairs Department (CCTCA) is the destination organization for Clackamas County. It is funded by the transient room tax (TRT) 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 Program Assistant provides tourism program and office support to Tourism staff, including Tourism Deputy Director and Executive Director in all areas of tourism including maintenance of tourism databases and website; graphic and creative design; fulfillment of requests; extensive proofreading; research; support for project planning, promotions, tours and events; is proactive in connections with partners and the community in helping to promote CCTCA; and other duties as assigned.

The Tourism Program Assistant differs from other administrative positions by having a distinct focus on all areas of Tourism including, marketing, communications, development, community relations, and the regional tourism programs; in addition to a variety of administrative and office support duties. The Tourism Programs Assistant differs from the Tourism Specialist which focuses on specific areas of tourism and provides direction to the Tourism Programs Assistant regarding projects and overall program support.

### **TYPICAL TASKS**

Duties may include but are not limited to the following:

1. For specialized databases and applications, website database, and photo library, serves as the point person and administrative support for content update, customer service, and problem resolution; uploads and updates tourism businesses and events; enters event submissions into website; proactively seeks out information for events throughout the

season; examines data and records for completeness and accuracy; interprets data for proper input to program formats; recommends necessary changes or additions to data gathered or entered; provides in-house graphic design, layout and production services; coordinates graphic image library and uploads into database, assists partners and media with image needs as directed; inputs a variety of data; proofreads computer reports to verify accuracy of input data; trains staff in procedures; export requests from websites; implements and updates metadata tags to web pages as recommended; maintains and updates newsletter mailing lists.

2. Creates and solicits content, prepares and writes copy for development, marketing, communications, regional tourism, and community relations materials and monthly newsletters; provides content updates and research for existing brochures; provides extensive proofreading for print, digital materials, and other materials as requested; prepares, reviews and/or coordinates required paperwork to ensure inclusion of current information and required documentation.
3. Coordinates the cooperative advertising program in partnership with the contracted marketing agency; coordinates solicitation of tourism participants; receives and confirms cooperative submissions; coordinates delivery of placement materials and deadlines; maintains and communicates schedule; maintains effective working relationships with partners; tracks deadlines and communicates with partners; administers program surveys and analyzes results in order to make recommendations.
4. Participates in the planning and executing of surveys; creates surveys in digital and paper form; collects and compiles information and data for reports and other materials for use in operational planning and evaluation of services; creates visuals to illustrate findings and summarize; sets up, updates and maintains such reports.
5. Participates in the implementation of promotions and department events; participates in Travel Oregon/regional promotions; fulfills promotional requests; participates in logistics for events; communicates with partners and the public in representing CCTCA.
6. Provides administrative support to all tourism functions and the department as a whole; coordinates meeting schedules, agendas, and materials; records minutes and distributes to staff and project teams; assists with facilitation of stakeholders and listening sessions.
7. Provides initial tour itinerary development and schedules tours and program activities; conducts site visits; communicates with partners on partner solicitations, all logistical details and tour or project follow-up; assists with media callouts under direction.
8. Recommends improvements to practices and procedures to management; participates in the preparation and administrative review of contract documents; monitors activities to ensure conformance with adopted department work plans; provides centralized response to customer service questions; consults with program and office staff to establish and revise office systems, files and recordkeeping procedures to meet specific program needs; provides backup support to staff when needed.
9. May lead special projects on behalf of department management involving research, analysis, coordination, and/or synthesis of information.

## **REQUIRED KNOWLEDGE AND SKILLS**

**Thorough knowledge of:** Principles and procedures of office administration; English spelling, punctuation, grammar, and composition.

**Working Knowledge of:** Principles and practices of tourism development, marketing, promotion, and public relations from a local government perspective; tourism industry gained through education and/or work experience in areas such as customer service within tourism destinations, hospitality, or tourism marketing; Clackamas County tourism product; graphic design; effective usage of social media for marketing and communication purposes; public/government agencies; proper office procedures and practices; standard office equipment, including computer systems and software programs such as word processing, spreadsheets, presentation, and specialized database programs; math, including statistical calculations; research techniques and procedures.

**Skill to:** Communicate effectively, both orally and in writing; establish and maintain effective working relationship with the public, staff, clients, partners, and personnel of other businesses in a courteous, professional manner; independently, accurately and effectively perform assigned tasks and duties; setup and prepare data for calculations, reports and charts; write basic marketing copy; edit and proof with a high level of accuracy and attention to detail; operate office equipment and computer software including specialized database programs and website administrative maintenance at an intermediate level; recognize photo needs for print and digital usage, photo rights and perform basic photo software editing; prioritize and organize work to meet deadlines; use independent judgment and discretion; successfully work on multiple projects and deadlines; discern level of appropriate involvement when interacting with contacts, leads, and partners.

## **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 one (1) year 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 may be necessary for County business. For position(s) with occasional/incidental driving, incumbents must possess a valid driver's license. Accommodation requests for an acceptable alternative method of transportation will be reviewed on an individual basis in compliance with State and Federal legislation. For position(s) with regular driving, incumbent(s) must also possess and maintain an acceptable driving record throughout the course of employment.