



CLASSIFICATION NO. 384  
Established: 1/16  
FLSA: Non-Exempt  
EEO: 2

## **TOURISM SPECIALIST**

### **CLASS CHARACTERISTICS**

Under direction, to support all activities of the tourism program (natural, cultural, and heritage) to increase awareness of the region as a destination; 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 Specialist performs journey level support to all activities of the tourism program including publications, marketing, communications, and development work. The incumbent participates as part of a team to implement regional marketing plans, coordinate projects and produce publications that support the tourism development strategic plan.

The Tourism Specialist differs from the Tourism Marketing Assistant which provides marketing and office support to Tourism staff in all areas, including maintenance of tourism and marketing databases. It also differs from the Tourism Development Coordinator which develops and coordinates the activities of the tourism development programs, and has lead work responsibilities.

### **TYPICAL TASKS**

Duties may include but are not limited to the following:

1. Writes clear and persuasive copy for brochures and other in-house promotions and communications while collaborating with tourism staff; researches, revises, edits, and proofreads content as needed or directed; keeps copy consistent and within brand voice yet identifiable for each partner; develops, designs, produces, and updates specific program publications and collateral materials based on changing technologies, demographics, and traveler needs; creates presentations, itinerary templates, graphics and other design projects as needed for CCTCA and partners.
2. Distributes leads and coordinates strategies for travel trade and media leads received through CCTCA resources; performs general back-up coverage duties for PR/Marketing as necessary; writes press releases in conformance with standards; performs limited media/public information duties; coordinates with Destination Marketing Organizations

(DMO) and business partners to research and develop tourism products and packages; provides event planning support and assistance; acts as project coordinator and brand manager for marketing campaigns; coordinates with partners and communities to better leverage assets and increase ROI and overnight stays.

3. Participates as part of a team to design effective, appropriate, and strategic communication materials; compiles and analyzes information and suggestions; communicates timelines and content needs to tourism partners; identifies new communication approaches; develops cost estimates for communication/publication projects.
4. Coordinates regional marketing and development plans, budgets, and other documentation; researches and recommends domestic and international markets for incorporating a sales effort; assists with development of suggested itineraries; coordinates and distributes sales leads to partners from travel trade marketing; coordinates all tracking and reporting needed to measure the program and results; provides assistance for development grant projects.
5. Serves as regional industry resource; collaborates between regional partners/stakeholders and Travel Oregon as needed; represents county and region to various boards, associations, committees, public agencies, chambers, etc., to ensure destinations remain viable, attractive, visible and engaged within the tourism agency; act as liaison on permitting, land use and other matters to mitigate barriers to tourism related opportunities.
6. Determines and prepares Familiarization (Fam) tour itinerary components under the direction and coordination of regional partners; researches and compiles relevant information as appropriate related to each tour attendee or travel company; works with industry partners to obtain tour products and services to support and finalize itinerary development and comp services; serves as tour guide as needed; handles tour reporting and follow-up as required.
7. Uses a content management system and other available tools to monitor and engage with other's social media channels for relevant keywords/discussions; serves as content coordinator for CCTCA's websites including content writing, descriptions for business listings, and coordination of image files and solicitation; updates digital media and listings with timely content, taking into consideration search engine optimization techniques; assists new and emerging tourism businesses in developing content for websites and publications, including video, photographs, and graphic images.
8. Creates and posts engaging, creative social media content including info graphics to social media sites; maintains consistent voice-of-brand across multiple communication channels; monitors posted content and engages with followers; continually evaluates social media channels and updates to make sure they are optimized; tracks key metrics on a monthly basis; develops relationships with partners to generate relevant social media content and create social media partnerships; keeps social media components of department content calendar up to date.
9. Maintains an accurate inventory of all tourism partner listings using database entry to populate CCTCA's websites; coordinates the destination management system databases; solicits images from partners, reviews for acceptable use on website listings, and coordinates with webmaster for entry into database; updates contacts, leads, grant recipient, and other information in databases.

10. Establishes and maintains content calendar; responsible for timely turnaround and dissemination of media call-outs; maintains database of journalists and travel publications; creates PR reporting/tracking system.

### **REQUIRED KNOWLEDGE AND SKILLS**

Thorough knowledge of: English composition and language; basic photography and/or video skills and editing; local transient lodging taxes and use; 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; effective usage of social media for marketing and communication purposes.

Working knowledge of: Public relations, tourism/hospitality, and use of Destination Marketing principles; SEO and SEM principles; photography copyrights and how to properly credit photos across communications platforms; project management; desktop publishing software and it applications to create presentations and promotional materials.

Skill to: Communicate effectively, both orally and in writing including ability to write for a variety of audiences in a variety of formats; represent the CCTCA and Mt. Hood Territory offerings to a variety of partners and other interested parties; establish and maintain effective and positive/cooperative working relationships with other staff, clients and tourism partners; manage time effectively; work independently on several projects simultaneously; exercise independent judgment with limited supervision; motivate people in the workplace; evaluate policies and procedures; assist in budget planning and coordination, grants, contract coordination, and goal setting; gather, organize and evaluate data from an array of sources and conduct/coordinate asset reports and feasibility studies; strong organizational skills; can quickly learn new social media platforms as they develop and use them successfully for a brand; 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 three (3) 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.

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**Experience:** A minimum of 3 years of related experience that would provide the required knowledge and skills to perform the responsibilities of this position.

**Licenses/Certifications:** None Required.

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