



CLASSIFICATION NO. 363

Established: 2/17

Revised: 7/22

FLSA: Non-Exempt

EEO: 2

TOURISM SPECIALIST, SENIOR

CLASS CHARACTERISTICS

Under direction, to provide advanced level support for all activities of the tourism program (natural, cultural, and heritage) to increase awareness of the region as a destination; to develop effective communication strategies and campaigns to enhance awareness of the region; 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, Senior performs advanced-journey level support to all activities of the tourism program including publications, marketing, communications, public relations, community relations and development work and may lead the work of assigned support personnel. Incumbents participate as part of a team to develop and implement regional marketing plans, public and/or community relations plans, coordinate projects and produce publications that support the tourism strategic plan.

The Tourism Specialist, Senior differs from the Tourism Specialist classification which is a journey level classification. The responsibility for creation and oversight of strategic communications further distinguishes the senior level. It also differs from the Tourism Coordinator which develops and coordinates the activities the tourism programs, and has ongoing lead work responsibilities.

TYPICAL TASKS

Duties may include but are not limited to the following:

1. Participates as part of a team to develop effective, appropriate, and strategic communications; compiles and analyzes information and suggestions; trains and coaches staff in effective communications methods; communicates timelines and content needs to tourism partners; identifies and develops new communication/publication, and in-person approaches; develops cost estimates for projects; coordinates with Executive Director to create strategic documents and materials.

2. Leads creation of engaging and creative content; maintains consistent voice-of-brand across multiple communication channels; ensures coordinated and strategic messaging; monitors content and engages with followers; continually evaluates communication channels and strategies to ensure optimization; tracks key metrics on a monthly basis; develops relationships with partners to generate relevant content and create partnerships; keeps appropriate components of department content calendar up to date; oversees media and public or community relations campaigns as appropriate.
3. Oversees, develops and writes clear and persuasive content for brochures and other in-house promotions and communications while collaborating with tourism staff; researches, revises, edits, and proofreads content as needed; keeps copy consistent and within brand voice yet identifiable for each partner; generates photographic and video content for use on media channels, website, and marketing materials; leads the development, design, production, and updates to 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.
4. Distributes leads and develops and coordinates strategies for travel trade and media leads received through CCTCA resources; writes press releases in conformance with standards; performs 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; 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.
5. Coordinates regional marketing and development plans, budgets, and other documentation; researches and recommends domestic and international markets for incorporating a sales effort; participates in 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.
6. Serves as regional industry resource; collaborates between regional partners/stakeholders and Travel Oregon as needed; creates presentations and talking points for conferences, stakeholder meetings, public meetings, and other events; 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; serves as departmental spokesperson for media inquiries and interview requests as appropriate.
7. 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; conducts tours as needed; handles tour reporting and follow-up as required.
8. 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.

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 callouts; maintains databases of partners, journalists and travel publications; oversees reporting/tracking systems; conducts surveys and polls with the public and groups to discover information needs or reactions to programs or campaigns.

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 communication platforms; project management; desktop publishing software and its 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; direct and motivate support personnel; 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 four (4) 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.