

TOURISM SERVICES COORDINATOR

General Statement of Duties

Performs a variety of administrative and assistant duties in support of public relations, tourism sales, community engagement, and events, including The Soundside event site.

Distinguishing Features of the Class

An employee in this class is a full-time employee. The employee is responsible for assisting with duties supporting public relations, tourism sales, events, and community relations. and events. Work involves maintaining databases, assisting in creation of networking and follow-up materials, and helping with administration paperwork. Employee coordinates use of The Soundside event site. Work includes maintaining reservations for the event site and may include being onsite to coordinate event setup and take down. Work requires initiative, independent judgment, and use of tact and diplomacy. Work is performed under the supervision of the Tourism Sales and Event Manager and the Public Relations and Social Media Manager and is evaluated through observation, keeping the Director informed on all matters and approval on significant matters.

Duties and Responsibilities

Essential Duties and Tasks

Maintains a database of contacts such as accommodations, restaurants, civic groups, non-profits, etc., locally and regionally, for the purpose of personal contacts, weekly emails and event coordination; enters and updates data including contacts, addresses, etc.

Maintains a database of media and influencer contacts, particularly following media missions and as new contacts are established.

Works with Tourism Sales and Event Manger to develop networking materials needed for trade show follow ups and other marketing informational tools as needed, including follow-up materials.

Works with Public Relations and Social Media Manager to create email newsletters as well as proofreading and copy sourcing promotional materials for media.

Works with Public Relations and Social Media Manager to curate and summarize relevant key monthly initiatives and updates in a monthly report for the Dare County Tourism Board.

Assists groups using The Soundside event site by helping with reservations, coordinating payments, being onsite before, during and after events, and providing any other general support.

Maintains database for community engagement projects led by the Visitor Bureau including the non-profit initiative and working with the schools.

Works with managers to help engage and educate the community on the value of tourism and to help in implementation of projects related to tourism sustainability.

Assists with registering the marketing staff for travel and other trade shows including completing travel and expense reports.

Other tasks assigned by managers as the position develops.

Additional Job Duties

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

Considerable knowledge of principles and practices of marketing, promotions, and sales.

Considerable knowledge of the Outer Banks Visitor Bureau's role in the community.

Working knowledge of the Outer Banks of NC

Must possess excellent follow-up skills and be detailed oriented.

Considerable knowledge of and skills in utilizing computers including Microsoft Office (MS Word, Excel, Power Point), Google and related programs, Constant Contact. Adobe or other design programs desired but not required.

Ability to work independently, and to be a self-starter and motivator.

Ability to plan and organize work, set priorities, and balance multi-tasks in a fast-paced environment.

Ability to communicate effectively in person, by email and by telephone and able to describe and provide information on major local attractions and services.

Ability to function effectively with a team in accomplishing the work and meeting goals and objectives of the Bureau.

Ability to use sound judgment in performance of all duties.

Ability to be tactful and courteous.

Ability to conduct research, gather and compile data from a variety of sources.

Ability to establish and maintain effective working relationships with peers, supervisors, association and business groups, travel and tourism contacts, participating properties and the general public.

Ability to travel outside the Outer Banks area and attend local events. Weekend and/or evening hours may be required as dictated by events.

Physical Requirements

Must be able to physically perform the basic life operational functions climbing, balancing, stooping, kneeling, reaching, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, and repetitive motions.

Must be able to perform medium work exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.

Must possess the visual acuity to work with data and figures and to operate a computer and other office equipment, and to proof varied documents for accuracy, neatness and thoroughness.

Special Requirements

Possession of a valid NC driver's license and a clean driving record.

Desirable Education and Experience

Graduation from an accredited university with a degree in public relations, marketing, advertising, communication, tourism, business management, or related degree; or an equivalent combination of education and considerable sales and/or marketing experience.

Diversity, Equity and Inclusion

Outer Banks Visitors Bureau is committed to creating a diverse environment and is proud to be an equal opportunity employer and a member of E-Verify. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.