

TOURISM MARKETING COORDINATOR

Full-Time

Dept: Randolph County Tourism Development Authority

FLSA Status: Non-Exempt

Grade: 313

General Definition of Work

Performs administrative-level work supporting specific aspects of the Randolph County Tourism Development Authority Destination Marketing Plan & Program of Work, including but not limited to Product Development, Marketing & Communications, Information Technology, Public Relations, Publications & Fulfillment, Group Travel, Visitor Services, Partnerships & Industry Advocacy, Government Relations, and related work as apparent or assigned. Serves on the Tourism Team, and work is performed under the general supervision of the Executive Director and any applicable Authority officials.

Qualifications Requirements

To perform this job successfully, an individual must accomplish each essential function satisfactorily. The requirements listed below represent the knowledge, skill, and ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Essential Functions

- Assists with inquiry fulfillment processes and works interdepartmentally on special promotions such as grand openings, new exhibits, attractions, festivals, and events
- Implements production, inventory, and distribution of an annual destination travel guide that serves as the primary consumer fulfillment publication that supports the Authority's marketing efforts and promotes Randolph County as a leisure and group travel destination
- Manages submission of visitor information that correlates with the annual destination travel guide to HeartofNorthCarolina.com and its family of websites, including the Randolph County portion of VisitNC.com
- Implements production of customized publications for partners identified in the Destination Marketing Plan & Program of Work
- Assists in pursuing business from top local public sectors, including government, healthcare, and educational institutions, seeking connector relationships with key individuals to bring groups to the area
- Manages databases of available parks, recreational, banquet, and meeting facilities and provides assistance in contracting with lodging and other facilities in the county
- Participates in available marketing and promotional missions to showcase Randolph County to the travel trade industry as directed
- Assists with collateral materials distribution methods and tools with a focus on pieces that are appropriate and relevant to meeting visitors' needs; assists in maintaining optimum levels of inventory to ensure distribution that represents the destination well
- Assists with documentation of visitor feedback and complaints, working internally and externally to ensure that responses are provided, and local partners are aware to allow for future improvement
- Covers tourism-related community events as directed, serving as a liaison between the Authority and its partners and stakeholders and community organizations

- Serves on appointed industry advisory boards, commissions, and committees as directed to assure the Authority is engaged with partners and stakeholders, community organizations, and government officials to provide thoughtful and prudent advice and recommendations on matters of travel and tourism
- Conducts speaking engagements as directed with area civic groups, business roundtables, and other volunteer organizations to promote the Authority’s mission and tourism economic impact
- Participates in monthly site visits to each lodging property to maintain open communication and maintain face-to-face relationships with sales and frontline staff
- Participates and assists in “See for Yourself” (frontline industry)
- Participates and assists in Operation Thank You for law enforcement and first responders
- Attending staff meetings and training as directed
- Serves as a backup Travel Services Counselor at I-73/74 Visitor Centers as directed
- Abides by, enforces, and participates in the implementation and ongoing oversight of Tourism Development Authority safety standards and regulations

Knowledge, Skills, and Abilities

General knowledge of methods, approaches, and procedures involved in tourism industry promotion; thorough understanding of advertising and tourism marketing techniques, practices, and methods; ability to create promotional materials; ability to express ideas clearly and effectively, both orally and in writing; ability to maintain required certifications; ability to establish and maintain effective working relationships with government officials, associates, visitors, and the public.

Education and Experience

Associate/Technical degree in marketing, tourism, or related field with one to three years of experience working in destination marketing or equivalent combination of education and experience.

Special Requirements

Valid North Carolina Driver’s License within 60 days of employment.

Physical Requirements

This work requires the routine exertion of up to 50 pounds of force; work regularly requires using hands to finger, handle, or feel; frequently requires sitting and speaking or hearing and occasionally requires standing, walking, reaching with hands and arms, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas using the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally conducted in a moderately noisy location with regular traffic.

Competencies

- **Business Ethics**
Treats people with respect; keeps commitments; inspires the trust of others; works ethically and with integrity; upholds organizational values.

- **Communications**
Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.
- **Customer Service**
Displays courtesy and sensitivity; manages difficult or emotional customer situations; meets commitments; responds promptly to customer needs; solicits customer feedback to improve service
- **Dependability**
Responds to requests for service and assistance; follows instructions; responds to management direction; takes responsibility for own actions; commits to doing the best job possible; keeps commitments; meets attendance and punctuality guidelines.
- **Initiative**
Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for help when needed.
- **Job Knowledge**
Displays competency in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.
- **Quality**
Demonstrates accuracy and thoroughness; displays a commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- **Relationship Building**
Builds rapport up, down, and across the Authority; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; develops a network of professional contacts; displays empathy and tolerates diverse viewpoints.

I have read and understand my job duties and responsibilities outlined in this Position Description. I will complete all tasks assigned to the best of my abilities and as assigned.

Employee Name (Printed)

Employee Signature

Date

Executive Director (Printed)

Executive Director Signature