

TOURISM COORDINATOR

GRADE 39

FLSA Status: Exempt

GENERAL DEFINITION OF WORK:

Responsible for all marketing activities, both for tourism and business attraction. Has primary responsibility for developing materials, events, media strategies, and special promotions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Developing, planning, and implementing marketing plans for Fauquier County aimed at tourist, businesses, and internal populations. Works closely with the Director to craft and enhance the County's external image and to craft media plans for communicating that image. Supervises contractors as necessary.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Develops a strategic approach to promoting tourism in Fauquier County;
- Works with the community to develop tourism attractions and venues;
- Identifies potential incentives to expand and attract tourism venues and tourists;
- Works with the Director to formulate strategies for marketing tourism and business development, externally and internally;
- Develops and maintains relationships with businesses in key industries in order to better assist them in marketing efforts;
- Works with the Business Development Coordinator to identify appropriate opportunities to market Fauquier sites and incentives to investors;
- Initiates and coordinate promotional activities with civic, business, corporate, historical, and cultural groups to enhance the County's comprehensive tourism development and marketing programs;
- Develops new tourism products that strengthen and market Fauquier County as a destination for tourists and businesses;
- Researches, tracks, and presents data analyzing Fauquier County's strengths for tourism and business development;
- Sets and monitors strategic goals and objectives for gauging tourism development progress;
- Helps develop measurable objectives for assessing progress in marketing business development;
- Maintains inventory of tourism businesses and manages certain assistance programs;
- Creates and maintains tourism and business development web pages and all Department web pages;
- Develops marketing strategy for tourism and business development that employs social media, digital options, and all appropriate cutting edge approaches;
- Prepares and manages the tourism budget and Department marketing budget;
- Performs all administrative functions related to tourism and marketing;
- Supervises employees (temporary and permanent) working in tourism or marketing;
- Develops, submits, and manages all tourism related and marketing grants;
- Maintains relations with tourism community and Tourism Advisory Committee;
- Makes presentations in support of County Tourism Program;
- Serves as County liaison with key local, state, regional, and national agencies and organizations;
- Works with Virginia Tourism Corporation and other relevant groups;
- Assists Fauquier businesses, County agencies, and other partners to enhance their marketing efforts;
- Manages Department contracts that involve marketing for tourism or business development;
- Stays abreast of trends in tourism, marketing, and social media;
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of methods, approaches and procedures involved in tourist promotion; thorough knowledge of advertising and tourism marketing techniques, practices, and methods; ability to create promotional materials; ability to express ideas clearly and effectively orally and in writing; ability to establish and maintain effective working relationships with government officials, associates, citizens and the traveling public. Experience or training in graphic design and website maintenance preferred. Knowledge or and facility with various media platforms including social media preferred. Strong written communication and graphic design skills required.

EDUCATION AND EXPERIENCE:

Any combination of education equivalent to graduation from an accredited college or university with major course work in tourism, marketing, or related field and at least five years' experience in the field of tourism development or marketing.

PHYSICAL REQUIREMENTS:

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally, and a negligible amount of force frequently or constantly to move objects; work requires fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly; visual acuity is required for color perception, preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse

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environmental conditions.

SPECIAL REQUIREMENTS:

Possession of an appropriate driver's license valid in the Commonwealth of Virginia.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.