

Department: _____
Classification: _____
Grade: _____

SPEC DISK F3
DOCUMENT 15

TOURISM ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for performing a variety of duties dealing with assisting in planning tourism related events, promoting and providing information regarding conventions and recreation activities in the Town of North Elba Park District. The position is physically located in offices of the Lake Placid Chamber of Commerce and involves aiding in coordination of publicity and promotion activities for the North Elba area. Additionally, this position functions as clerical aide to the Tourism Coordinator who heads the Town agency. The work is performed under general supervision of the Tourism Coordinator with leeway allowed for exercise of independent judgment for planning and carrying out activities of the program. Supervision is exercised over the work of clerical subordinates. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Supervises clerical operation of the office involved in providing information on parks, playgrounds, golf links, ski and toboggan areas and other sports facilities in the park area;
Acts as secretary to the Tourism Coordinator by filing, sorting mail, typing correspondence and memoranda and answering telephone inquiries relating to tourism and recreation activities in the park area;
Coordinates sporting events involving Chamber of Commerce and Town Park offices in such areas as ski jumping, swim meets, bob sledding, down hill and cross country skiing and individual specialized convention contests such as barbershop singing, etc.;
Locates housing facilities and assists in contracting for rooms and meals for convention guests;
Contacts ski areas and prepares radio audio tapes of down hill and cross country area snow conditions and forwards them to local radio stations to disseminate to the public;
Designs brochures and prepares copy to illustrate tourism and recreation activities and facilities in the Lake Placid area;
Prepares various types of data required for recreation or tourism activities such as schedules of events, activities newsletter, maps or floor plans of recreation facilities, road maps to recreation areas and related general information;
Aids the Park District Convention Bureau by assisting in convention registration, preparing name badges and issuing informational literature;
Takes and transcribes dictation from the Tourism Coordinator as well as from members of the Board of Directors of the Chamber of Commerce;
Writes and reproduces tourism material on multi-lith and prepares copy for private printing firm reproduction;
Supervises preparation and mailing of tourism and convention information packets promoting recreation facilities in the area;
Writes advertisements for newspapers, brochures and tourist publications to promote recreation and tourism in the park area;
Performs area housing and transportation surveys to determine facilities available for large conventions or meetings;
Prepares and maintains financial records and reports including convention, poster, membership and other accounts.

TOURISM ASSISTANT - Continued

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of publicity and public relations principles and methods; good knowledge of office terminology procedures and equipment;

working knowledge of methods and procedures of producing and distributing printed tourism, public relations and informational materials; working knowledge of modern methods of keeping financial accounts and records; working knowledge of the tourist attractions in the Town of North Elba area; ability to plan and organize special tourist and recreation oriented events; ability to write informational news releases and related publicity materials; ability to take shorthand and type accurately at a satisfactory rate of speed; ability to arrange for housing and recreational facilities for tourists and convention participants; ability to initiate and answer correspondence and telephone requests regarding tourism and recreation activities of the area; clerical aptitude; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

(a) Graduation from high school or possession of an equivalency diploma including or supplemented by courses in bookkeeping, stenography and typing and two years of clerical experience in a position dealing with public realtions, publicity or tourism promotion activities involving writing, and editing news releases, and public relations materials; or

(b) An equivalent combination of training and experience as defined by the limits of (a).