

Department: Publicity
Classification: Competitive
Grade: 7 M/C

SPEC DISK A5
DOCUMENT 13

TOURISM DIRECTOR

DISTINGUISHING FEATURES OF THE CLASS: The director is responsible for carrying out the purposes and objectives as set forth by the Board of Supervisors. An incumbent of this position is responsible for originating, planning and executing the Tourism programs for Essex County. The director shall be the chief tourism administrator and shall concern himself with all phases of the operation of the tourism agency. The duties and responsibilities of this position shall include all organizational, administrative, budgetary, selling, publicity and promoting the advantages of Essex County. The work is performed under the general supervision of the Board of Supervisors with leeway given for the exercise of independent judgment in carrying out the details of the work. Supervision is exercised over the subordinate staff. The incumbent does related work as required.

TYPICAL WORK ACTIVITIES

Directs the day to day operations to ensure that the necessary official records, documents, correspondence and minutes of meetings are maintained;

Responsible for developing and maintaining existing programs as well as keeping abreast of the tourism industry and plan for future development;

Plans and conducts public relations programs designed to promote tourism in the County through media such as newspapers, radio, television, direct mail, and informational bulletins;

Meets with representatives of national, state, regional and local travel councils, chambers, organizations, agencies, etc., for a coordinated effort in the promotion of tourism within the County;

Writes and edits pamphlets, booklets, special reports, leaflets, news releases and related materials to promote tourism in the County;

Represents the County at travel shows, publicity meetings, seminars, hearings to make known the views of the promotional agency;

Shall participate in the development of meaningful legislation that is favorable to the tourist industry and shall maintain close contact with regional organizations in order to insure quick, efficient and positive reaction to matters affecting the tourism industry;

Shall be available to assist with the development and promotion of private businesses in the tourism industry;

Prepares applications for state and private revenue development programs that work to develop tourism;

Supervises and maintains financial records relating to the activities of the department, makes financial reports and budget recommendations to the Board

of Supervisors;
Acts as a public relations spokes person to promote the tourism industry in the County.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of publicity and public relations principles and methods; thorough knowledge of management and administrative practices and procedures; good knowledge of the geographical attractions and activities of Essex County; good knowledge of the organizations, publications and other groups interested in the facilities and activities of Essex County; good knowledge of methods and procedures of producing and distributing printed tourism, public relations and informational materials; ability to prepare interesting talks and articles and to address an audience effectively; ability to establish and maintain friendly relations with representatives of the press, radio, motion pictures and others engaged in promotional field; ability to get along well with others; ability to plan and organize special tourist events; ability to plan and supervise the work of others; ability to effectively prepare written correspondence and technical reports; initiative; resourcefulness; tact; courtesy; good judgment; physical condition commensurate with the demands of the position.

TOURISM DIRECTOR - Continued

MINIMUM QUALIFICATIONS: Either:

- (a) Graduation from a regionally accredited or N.Y.S. registered college or university with a bachelor's degree in public relations, journalism, tourism, public information, hotel and restaurant management, or related field and two years of experience in a position dealing with public relations, publicity or tourism promotion, hotel management, or restaurant management; one year of which shall have been in a supervisory capacity; or
- (b) Six years of experience as outlined in (a) above, one year of which shall have been in a supervisory capacity; or
- (c) An equivalent combination of training and experience as outlined by the limits of (a) and (b) above.

11/15/89