

ASSISTANT TOURISM DIRECTOR

GENERAL DEFINITION OF WORK:

Under the general direction of the Director of Tourism performs the following professional work: planning, organizing and assisting in overseeing of tourism promotion, sales and public relations; performs related work as required.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Assists the Director of Tourism in developing, planning, organizing, and implementing tourism programs in Scott County.

(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.)

- Prepares and administers tourism and marketing programs.
- Develops and places advertisements and marketing programs.
- Develops and raises funds for special events, to include grant writing.
- Works with state and regional tourism agencies and recreation departments to advertise area and promote special events.
- Performs the duties of Secretary to the Tourism Committee in absence of Director of Tourism.
- In the absence of, or in addition to, the Director of Tourism, speaks at various community and civic organizations, events and meetings.
- Maintains files and records as necessary.
- Promotes tourism at all festivals in the County.
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Comprehensive knowledge of the practices, methods and approaches used in tourism promotion; comprehensive knowledge of advertising and tourism marketing techniques and procedures; ability to create promotional materials; knowledge of grant writing and administering documentary requirements for grants; ability to establish and maintain effective working relationships with government officials, associates, citizens and the traveling public; ability to express ideas clearly and effectively orally and in writing. Computer skills required.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in business administration or related field and experience in the field of tourism promotion or marketing.

PHYSICAL REQUIREMENTS:

There is medium work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and negligible amount of force constantly to move objects, and some medium work requiring the exertion of 50 pounds of force occasionally, up to 20 pounds of force frequently, and up to 10 pounds of force constantly to move objects; work requires reaching, standing, walking and lifting; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for written or computer data and for peripheral vision, determining the accuracy and thoroughness of work and observing general surroundings and activities; the worker is subject to inside 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.

August 2010

SCOTT COUNTY, VIRGINIA

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

JUNE 2009

SCOTT COUNTY, VIRGINIA