

Tourism Coordinator

Dept/Div: Tourism

FLSA Status: Exempt

General Definition of Work

Performs complex professional work to strengthen and enhance tourism and hospitality related businesses within Bath County and ensure excellent communication and service between the county and public.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Coordinates regular meetings with and conducts direct outreach to tourism partners and individual businesses to establish and maintain relationships within the hospitality community. Communication methods include writing and coordinating the existing stakeholder e-newsletter.

Maintains brochure racks around the county, including within local businesses and lodging properties. Coordinates with neighboring visitor centers and the VTC Welcome Center teams on brochure display and inventory.

Drafts and edits press releases about tourism and hospitality related subjects for local and regional media. Assists travel writers of bloggers with information and photographs when appropriate.

Manages business listings on the tourism website; Ensures that Bath County events and businesses are posted and accurate on Virginia.org; Assists local business with their Virginia.org needs; Adds local event information to Bath County Tourism social media accounts; updates and disseminates calendar of events.

Updates and maintains the 'concierge and hospitality' guide for all lodging, service, and hospitality outlets.

Responds to inquiries and requests for information from website and email; maintains lead lists for follow-up and dissemination of future information.

Represents the County in tourism initiatives; coordinates with other departments, agencies, and community organizations to promote the area.

Explores opportunities for tourism product development, including but not limited to LOVEworks, participation in new regional initiatives, identifying gaps in the county's tourism assets.

Assists the Tourism Marketing Team as needed. Possible assistance could include proofreading, content development such as writing or photography, leading Familiarization (FAM) Tours, and more.

Supervises assigned staff and event volunteers; assigns, directs, and reviews work.

Knowledge, Skills and Abilities

Thorough knowledge of methods, approaches and procedures involved in the travel industry and in tourist promotion; thorough knowledge of the tourist attractions of the County; thorough knowledge of social media outlets; thorough knowledge of website and Wordpress Content Management System; ability to communicate effectively orally and in writing; ability to prepare clear and comprehensive financial, and administrative reports; ability to plan and supervise the work of volunteers; ability to establish and maintain effective working relationships with associates, elected officials, tourism community, and the general public.

Tourism Coordinator

Education and Experience

Bachelor's degree with coursework in tourism, marketing, public relations, business administration, or related field and moderate experience in public relations, hospitality management, event planning, or equivalent combination of education and experience.

Physical Requirements

This work requires the occasional exertion of up to 25 pounds of force; work regularly requires sitting and speaking or hearing, frequently requires standing and walking and occasionally requires stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; 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; work requires preparing and analyzing written or computer data and operating motor vehicles or equipment; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the Commonwealth of Virginia.
