

TOURISM SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: The work involves providing assistance to Cattaraugus County and its communities helping them identify and meet their needs in promoting tourism. Duties are performed under general supervision with allowance made for the use of independent judgement in carrying out the details of the work. Supervision may be exercised over subordinate clerical personnel. A Tourism Specialist does related work as required.

TYPICAL WORK ACTIVITIES:

- Maintains an inventory of federal, state and local programs designed to aid local communities, business, and industry promote tourism;
- Helps local officials identify tourism needs and establish priorities;
- Seeks to integrate new projects with existing programs;
- Assembles tourism information from statistical and demographic sources, questionnaires and a variety of publications and agencies;
- Assists localities in the preparation of grant applications;
- Participates in the development of package tours for offering travel brokers and agents;
- Distributes promotional literature to the public and travel industry;
- Assists in the development of special promotional programs targeting specific markets;
- Promotes the development and marketing of local special events;
- Speaks before community groups and other gatherings to further understanding of tourism objectives.

FULL PERFORMANCE KNOWLEDGES, SKILLS AND ABILITIES: Good knowledge of tourism needs in Cattaraugus County; good knowledge of Federal, State and local agencies and programs able to provide tourism assistance to communities, business and industries in the region; working knowledge of grant administration; working knowledge of business finance; ability to communicate effectively both orally and in writing; ability to compile statistical data from a variety of sources; ability to supervise the work of others; ability to understand and carry out oral and written instructions; physical condition sufficient to perform the essential functions of the position.

MINIMUM QUALIFICATIONS:

- A. Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in business or public administration, economics, accounting or finance, marketing, public relations, journalism or communications, English, or travel and tourism; OR
- B. Four (4) years of experience in business or public administration, accounting or finance, marketing, public relations, journalism, or a position regularly involving narrative writing and editing responsibilities; OR
- C. An equivalent combination of training and experience as defined by the limits of A and B.

CATTARAUGUS COUNTY CIVIL SERVICE COMMISSION

Adopted: 05/06/92