

COORDINATOR OF GROUP SALES AND MARKETING

DISTINGUISHING FEATURES OF THE CLASS: This position involves the responsibility for coordinating all efforts of the Ulster County Tourism Office that directly promote Ulster County properties to the motor coach industry, tour operators and other group tour leaders. The employee coordinates a number of marketing programs to publicize the various tour destination properties within Ulster County and actively advocates and solicits for those properties. The specific duties may vary in accordance with the focus of the target tour operator; but involves the responsibility for attending various tourism related trade shows, marketing Ulster County properties, and gathering leads and referrals to relate to the affected properties. The tasks also involve coordination of efforts to guide and educate hospitality workers at those destinations to receive groups and organized tours. The work is performed under the general direction of the Director of Tourism with wide leeway allowed for exercising independent judgment in carrying out the details of the work. Supervision may be exercised over the effort of clerical employees assigned to a project. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Promotes Ulster County attractions and hospitality destinations directly to the motor coach industry, tour operators, and other group tour leaders;

Represents the Ulster County Tourism Office by attending various national, state, regional and local trade shows for the motor coach and group tour target market;

Advocates for Ulster County properties which professionally cater to motor coach tourists at tourism trade shows;

Disseminates sales leads resulting from attendance at motor coach trade shows to relevant and affected Ulster County properties;

Coordinates all Ulster County Tourism marketing programs that relate to motor coach and group tour operators;

Coordinates tours of Ulster County to motor coach and group tour industry representatives to familiarize them with the resources and facilities available and accessible to them;

Plans and coordinates on-site training by arranging for an instructor to conduct programs at participating Ulster County properties to assist them and their staff in packaging and promoting their facility to motor coach tourists;

Assists administrators and other staff members in the Ulster County Tourism Office by coordinating the production and distribution of brochures, newsletters, monthly mailings of agency publications, news releases and other publications related to promoting the agency's programs and other publicity and promotion projects;

Assists other staff members with corporate group marketing by attending corporate trade shows, maintaining corporate contacts and providing leads and referrals to appropriate Ulster County hospitality properties;

May design or supervise construction of exhibits for tourism trade shows;

May coordinate media invitations and access at sponsored events and special publicity opportunities such as press conferences, features in local print publications or appearances on radio shows;

May provide professional assistance in developing various publications for other agency departments in support of the goals of the Ulster County Tourism Office;

May assist with finding suitable Ulster County locations for film production companies.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL

CHARACTERISTICS: Good knowledge of the principles, practices, terminology and methods of marketing; good knowledge of customer service tools; good knowledge of the layout and design of promotional material; working knowledge of current windows-based and web-based office software applications; working knowledge of organizational, planning and project coordination tools; good customer relations skills; ability to work independently; ability to establish and maintain cooperative relations with various constituencies; ability to communicate effectively, both orally and in writing with a variety of organizations and individuals; ability to establish and maintain relations with representatives of the press, radio and others engaged in publicity work; detail-oriented; initiative, poise, tact, courtesy and resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a New York State registered or regionally accredited college or university with a Bachelor's Degree in Communications, Journalism, Public Relations, Marketing or closely related field and one (1) year of experience in public or community relations, which includes experience in writing and graphically designing promotional materials and marketing such materials to the target audience; **OR**
- B. Graduation from a New York State registered or regionally accredited college or university with an Associate's Degree in Communications, Journalism, Public Relations, Marketing or closely related field and three (3) years of experience in public and community relations, which includes experience in writing and graphically designing promotional materials and marketing such materials to the target audience; **OR**
- C. Graduation from high school or possession of a high school equivalency diploma and five (5) years of full-time paid or its part-time equivalent experience as described above; **OR**
- D. An equivalent combination of training and experience as indicated above.

Note: At time of appointment, and throughout employment in this title, candidate must possess a valid New York State driver's license appropriate to the vehicles operated.

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Classification: Competitive

Grade: 12

Union: CSEA