

DEPUTY DIRECTOR OF TOURISM

DISTINGUISHING FEATURES OF THE CLASS: This is a professional administrative position within the Ulster County Tourism Office. An employee in this class assists, and acts generally for and in the place of, the Director of Tourism in their absence. The employee is responsible for providing general direction and administrative oversight of the work of all employees in the office. The incumbent facilitates the development of new projects and monitors and evaluates the progress of on-going projects in relation to the scope and direction of the Tourism Office. The specific duties may vary, but the general responsibility of the incumbent is to assist in the direction of policy and program development. The work is carried out in accordance with accepted professional practice and with the guidance of the Ulster County Legislature. Work is performed under the general supervision of the Director of the Ulster County Tourism Office, with wide leeway allowed for the use of professional judgement in carrying out the details of the work. General supervision is normally exercised over the work of professional and non-professional employees as well as the work of outside consultants. 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.

Directs all activities of the Ulster County Tourism Office in the absence of the Director;

Participates in the planning and implementation of the Tourism Office's promotion and marketing programs to create and maintain an overall image for Ulster County as a tourism destination;

Identifies and participates in programs for the promotion of Ulster County as a leisure destination with such diverse groups as travel trade shows, travel agencies, and regional or state-wide tourism cooperative initiatives;

Coordinates the creation of Tourism Office brochures and promotional materials under the guidance of the Director;

Solicits corporate group business by establishing and maintaining contacts with executives and administrators responsible for site selection, planning and booking of meetings, functions and conventions;

Solicits the publication of travel and tourism articles showcasing Ulster County by establishing and maintaining contacts with travel writer associations, newspaper and magazine editors and local writers in support of the tourism industry;

Attends travel trade shows, community meetings, functions, festivals and other tourism-related events as required;

Coordinates tours of Ulster County to Leisure, Corporate Business, and Travel writers to afford them the opportunity to extol the virtues of Ulster County as a tourism destination;

Plans, directs and coordinates the preparation of proposals, letters of interest, and initiatives to the Leisure, Corporate Business and Travel industry, providing documentation pertaining to the solicitation of tourism business after trade shows, press events, tours and visitations;

Provides leads and referrals to Ulster County hotels, attractions and other hospitality properties, performing art venues, parks and service businesses;

Assists in the planning, direction, and coordination of the administrative aspects of all office projects, ensuring that department resources are fully and appropriately utilized;

Acts as liaison to RSVP (Retired Senior Volunteers Program) volunteers who run information centers and coordinates training sessions for them twice per year;

Maintains payroll records for the staff of the Tourism Office;

Assists 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 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 service 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 two (2) years of experience in public or community relations, which includes experience in writing and 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 four (4) years of experience in public and community relations, which includes experience in writing and 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 six (6) years of full-time paid or its part-time equivalent experience as described above; **OR**
- D. An equivalent combination of training and experience as described in A, B or C above.

ULSTER COUNTY

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Classification: Proposed Non-Competitive
MGT

Adopted: March 18, 2005