

## DIRECTOR OF TOURISM

**DISTINGUISHING FEATURES OF THE CLASS:** This is a professional administrative position that directs the planning, coordination, and administration of a variety of tourism marketing and business support programs in the Ulster County Tourism Office. The incumbent is responsible for developing, directing, and implementing a comprehensive approach to directly promoting and providing business development support to Ulster County properties, resources, facilities and support services. The duties of the position involve the coordination of a variety of program activities of the Tourism Office to maximize the attractiveness of Ulster County to the tourism industry and working with the Offices of Economic Development and Employment and Training to support the success of Ulster County tourism businesses. The employee is also responsible for organizing and directing the administrative oversight and fiscal management of agency funds and expenditures; including those of cooperative advertising and Matching Funds grants in compliance with applicable State and Federal laws, rules and regulations. The work is performed with wide leeway allowed for the exercise of independent judgment. General supervision is exercised over the work of all departmental employees. 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, plans and coordinates all of the administrative aspects of the Ulster County Tourism Office, ensuring that all departmental resources are fully and appropriately utilized;

Coordinates with the Offices of Economic Development and Employment and Training to maintain and utilize a database of tourism-related properties and businesses;

Coordinates with the Office of Employment and Training to identify the training and career pathway development needs of tourism-related properties and businesses and designs and evaluates training programs to meet their needs;

Coordinates with the Office of Economic Development to assess and meet the business support needs of tourism-related properties and businesses, including access to financing and state grant funding, technical assistance, and site identification and development support;

Directs the administration of all marketing programs and activities sponsored or supported by the Tourism Office to create and maintain an overall image of Ulster County as a tourism destination;

Acts as the official tourism promotion agent for the county by attending industry trade shows, local events, fairs and festivals, community meetings and regional conferences;

Plans, oversees, and directs the development of marketing and advertising programs in conjunction with the New York State Division of Tourism Matching Funds guidelines;

Directs and oversees the production of promotional publications with advertising agencies and graphics designers;

Develops annual trade show schedule based on the operating parameters of the Office;

Directs and coordinates the production and distribution of Tourism Office brochures, newsletters and promotional materials;

Oversees and assists in the preparation of the office budget, including the payroll, payables and receivables;

Operates the Ulster County Matching Funds program, applying for funding, preparing quarterly reports and preparing the annual report;

Oversees and assists in the preparation and submission of various periodic reports to the relevant State agencies;

Researches and applies for tourism grants from governmental or private sources;

Plans, promotes and attends tourism meetings;

Contributes to planning and promoting and participates in Tourism-sector business support, technical assistance, and workforce development meetings;

Establishes and interprets policies and procedures for all programs undertaken by the Tourism Office;

Establishes and maintains liaison with representatives of government agencies, to facilitate understanding, acceptance, and participation in tourism promotional activities;

Recommends promotional opportunities and changes to existing programs, policies and procedures to the Ulster County Legislature;

Recommends changes to existing business and workforce support programs for the Tourism industry related Ulster County departments;

Represents Ulster County tourism by speaking to various groups in the community, and in the private tourism industry about the goals and objectives of the Tourism Office, generally disseminating information via various media formats.

**FULL PERFORMANCE, KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL**

**CHARACTERISTICS:** Thorough knowledge of the principles, practices, terminology and methods of marketing; good knowledge of local, regional, state, and federal business assistance programs and financing sources; good knowledge of local workforce development programs and training partners; good knowledge of organizational planning and project coordination tools; good knowledge of the layout and design of promotional material; working knowledge of current windows-based and web-based office software applications; good customer service skills; ability to work independently; ability to establish and maintain cooperative relations with various constituencies; ability to prepare budgets and financial reports; 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 Business Administration, Communications, Journalism, Public Relations, Marketing, Economics, Political Science or closely related field and four (4) 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 Business Administration, Communications, Journalism, Public Relations, Marketing, Economics, Political Science or closely related field and six (6) 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**
- C. Graduation from high school, or possession of a high school equivalency diploma, and eight (8) years of full-time paid, or its' part time equivalent experience in public or community relations, which includes experience in writing and designing promotional materials and marketing such materials to the target audience; **OR**
- D. An equivalent combination of training and experience as described in A, B, or C above.

ULSTER COUNTY  
2673 DIR TOUR  
Classification: Non-Competitive  
NUMGT

Adopted: April 27, 2005  
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