

TOURISM INFORMATION ASSISTANT

DISTINGUISHING FEATURES OF THE CLASS: This position involves the responsibility for gathering, updating, coordinating and releasing information as it pertains to the efforts of the Ulster County Tourism Office. The employee assists in the promotion and publicizing of the Ulster County tourism industry and the efforts of the Office of Tourism. An incumbent is responsible for compiling and disseminating current information on tourism attractions, events and ancillary services. The work is performed under the direct supervision of the Director of Tourism and other administrative managers with sufficient leeway allowed for the exercise of independent judgment in the details of the work. Supervision is not normally a function of this position. 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.

Compiles, updates and disseminates current information on tourism attractions, events, and services;

Compiles and distributes promotional packets for various occasions such as relocation, weddings, social events or festivals;

Maintains databases and compiles data relating to a variety of promotional purposes for the Ulster County Tourism Office;

Creates posts and maintains social media for Ulster County Tourism, i.e.; Facebook, Twitter, Instagram and other social media;

Maintains and updates information on the I Love New York, Hudson Valley and the Catskill Region websites;

Maintains the tourism calendar of events on the Ulster County Tourism Office website;

Maintains and updates mailing lists for the monthly calendar of events, creates the calendar and does the mailing;

Responds to tourism inquiries and requests for information from the toll free 800 number, mail and e-mail;

Assists administrators and other staff members in the data entry updating of tourism brochures and other promotional materials publicizing and promoting performances, fairs, festivals, or special events sponsored by or promoted by the Tourism Office;

Represents the Tourism Office by attending fairs, festivals, trade and travel shows, distributing tourism information and talking to potential visitors to Ulster County;

Assists with office mailings.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of office terminology, procedures and methods; working knowledge of current windows-based and web-based office software applications; working knowledge of publicity principles, practices, terminology and methods; ability to prepare correspondence and reports; ability to acquire a knowledge of agency policies and procedures; ability to communicate effectively both orally and in writing; ability to meet and deal with the public; clerical aptitude; initiative; resourcefulness; tact; courtesy; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. Graduation from a regionally accredited or New York State registered college or university with an Associate's degree in Business Administration, Secretarial Science, Marketing or closely related field and one (1) years of full-time paid, or its part-time equivalent clerical work experience; **OR**
- B. Graduation from high school or possession of a high school equivalency diploma and three (3) years of full-time paid, or its part-time equivalent clerical work experience; **OR**
- C. An equivalent combination of training and experience as defined by the limits of A and B above.

Special Requirement: At the time of appointment, applicants must possess a valid New York State Driver license, and must maintain licensure throughout employment.

ULSTER COUNTY
7274 TUR IN AST
Classification: Competitive
Grade: 10
Union: CSEA

Adopted: April 27, 2005
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