



Tourism Coordinator

The Tourism Coordinator will be a vital part-time, without benefits, position for the Monroe County Tourism Department made possible by ARPA funds. Due to this, this position will expire once the funds are no longer available. This position will last approximately 3 years. The Tourism Coordinator will work 25 hours per week at an hourly rate of \$18.00.

Job Title	<i>Tourism Coordinator</i>
Reports to	<i>Administrative Assistant for Tourism & Director of Tourism</i>

Job Purpose

The main objective for the Tourism Coordinator position is to focus on special tourism projects, assist in planning new events and experiences unique to Monroe County, and develop new brochure and rack cards needed to promote overall tourism in Monroe County.

Duties and Responsibilities

- Maintains a professional attitude and appearance while demonstrating a superior level of hospitality when working with the public and other staff
- Answers calls, takes messages and handles correspondences
- Is familiar with Monroe County as it relates to tourism
- Assists in the completion of special tourism projects, including the development of new trails, vacation itineraries, etc.
- Assists in planning new events and experiences unique to Monroe County
- Implements the tourism ambassador program
- Research new tourism options to best promote the tourism industry, services and opportunities of Monroe County
- Assists with reviewing advertising opportunities
- Assists with aspects of marketing creation, including visitor brochures and rack cards
- Works with visitor related businesses to promote individual businesses and increases and enhances partnerships within the local economy
- Assist in the creation of tourism ads for local and regional publications
- Attend monthly meetings
- Other duties as assigned

Qualifications

Minimum qualifications include:

- High school diploma
- Ability to understand and follow verbal and written instructions
- Must be able to meet strict deadlines
- Ability to work in an interactive and fast-paced environment
- Ability to relate to persons of all ages, diverse backgrounds, skills and abilities
- Powerfully independent work ethic
- Proficiency with popular social media platforms and Canva

Additional qualifications preferred:

- Bachelor degree or higher
- Graphic design training
- Videography and photography skills
- Artistic or creative background
- Community-based organizational work experience

Working Conditions

This position may require the need to work evenings, weekends, and outdoors.

Physical Requirements

This position may require the lifting of items up to 50 pounds and will require periods of standing, sitting, walking, use of hands and arms, bending, lifting, use of POS, listening and speaking in person and on the phone. Noise level varies from quiet to loud.

Approved by:	
Date approved:	
Reviewed:	<i>12/7/2023 by Blaina Tallent Best</i>