



CLASS SPECIFICATION FOR:

## Recreation Tourism Coordinator

### General Statement of Duties:

Under limited supervision, this position is responsible for planning, developing, coordinating and implementing programs to promote public awareness and enhance support and visitation to Henrico County as a destination for youth and adult sporting events; attracts and retains sporting events to Henrico County venues; does related work as required.

### Distinguishing Features of Class:

An employee in this class actively promotes Henrico County as a sporting event destination. This position travels to attend local, regional and national sports tournaments, events and meetings to represent Henrico County and to retain and/or recruit future events and researches, develops, prepares and coordinates promotional materials and electronic marketing concepts to increase awareness of Henrico County as a target destination for amateur and professional organizations and/or businesses sponsoring or producing an adult or youth sporting event; serves as primary contact for organizations coordinating a sporting event in Henrico County. Responsibilities afford opportunity for independent judgment in planning work and making technical determinations. Receives general supervision with difficult or unusual problems discussed with the supervisor.

### Examples of Assigned Duties *(illustrative of the types and scope of duties and responsibilities assigned to positions in this class):*

- Develops and implements sports marketing strategies and plans to attract athletic events, tournaments, games, exhibitions and sports related events to Henrico County and to retain existing events;
- Evaluates sports marketing strategies and plans, updates and revises marketing strategies, plans, tools and various marketing resources as necessary to achieve County's attraction and retention goals;
- Attends local, regional and national sports tournaments, workshops, industry trade shows and other events and meetings to promote Henrico County and to develop and maintain leads;
- Represents the County and region appropriately and promotes the region appropriately along with the County;
- Develops and implements marketing communication strategies utilizing current social media and mobile apps and tools as well as conventional media outlets and promotional materials and online resources to brand and promote the County as a sporting event destination;
- Updates the current web page with targeted articles and communications promoting the County as a destination;
- Establishes and maintains effective working relationships with businesses, organizations, tournament directors, sports commissioners and others who sponsor sporting events to promote the County as a viable host for their sporting events, including preparing and presenting proposals;
- Coordinates sporting events with event sponsor as well as local resources, including scheduling sports fields and facilities, collaborating with County and local resources to prepare venues for use and maintain venues throughout the event, and working with local businesses who support or will be impacted by events;
- Partners with local businesses to promote support for events and increase event traffic to the businesses;
- Partners with the department's programming coordinators on scheduling use of facilities and support personnel;
- Partners with the department's marketing coordinators to develop and produce necessary materials and communications consistent with events needs and the County's branding and policies;
- Serves a primary liaison for event sponsors and participants as well as event support staff/operations personnel throughout the event;
- Partners with various local and regional tourism entities and personnel to promote the Region as well as the County;
- Partners and liaisons with various community and professional groups with similar targeted goals and interests;
- Maintains a working knowledge of cutting edge principals and practices of marketing with a focus on sports and incorporates into existing marketing strategies and plans to maximize impact and results;
- Accurately tracks tourism strategies' costs, performance measures and statistics and creates related reports;
- Assists with developing short and long-term strategic goals relevant to promoting the County as a sporting event destination;
- Maintains considerable knowledge of and familiarity with national, regional and local sports groups and organizations as well as businesses sponsoring sporting events;
- Maintains current comprehensive knowledge of Henrico County as destination including all infrastructure necessary to support events and out-of-town participants and other accompanying visitors;
- Performs other duties as assigned.



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**Required Knowledge, Skills and Abilities:**

Extensive knowledge of travel, tourism, marketing principles, branding practices, advertising mediums, and techniques; comprehensive knowledge of the policies and procedures, organization and functions of the County of Henrico, Division of Recreation and its Tourism Unit; extensive knowledge of the geographic layout of the County, including all historical significance, sporting and event facilities, local and regional attractions, tourist attractions and infrastructure relevant to organizations' needs for conducting sporting events in the County; excellent communication skills, including current social media and marketing and mobile venues, with the ability to promote the County effectively and present ideas and recommendations clearly and concisely both orally and in writing to diverse audiences; excellent interpersonal skills including the ability to establish and maintain effective working relationships with County officials, employees and the public as well as a diverse array of amateur and professional organizations and resources; ability to effectively manage workloads, events and/or projects; ability to develop and implement marketing strategies; ability to develop and maintain detailed accurate records and to make regular and special reports; accounting or other financial skills with sufficient ability to develop budget projections and manage expenditures in accordance with County Finance policies and manage operations effectively within an approved budget; good knowledge of personal computers, routine business software, and /or automated systems and the ability to enter, retrieve and analyze data; physical condition that permits the activities necessary in and inherent to the promotion and coordination of sporting events; personal accountability including teamwork and establishing and maintaining positive relationships with stakeholders, customers and colleagues; excellent customer service skills; tact; and courtesy. Requires working evenings, weekends, and some holidays with the ability to travel and attend local, regional and national sports tournaments, industry specific events and meetings to represent Henrico County and to retain and/or recruit future events.

**Minimum Education and Experience:**

Education: Four (4) year degree in marketing, tourism or other relevant field;

Experience: Four (4) years of marketing specialist tourism experience or other relevant experience;

OR: Any equivalent combination of experience and training which provides the required knowledge, skills and abilities.

**Additional Requirements:**

NOTE: Effective 4/1/2009 County Ordinance 1128 requires a criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.

- Travel and weekend work required;
- Ability to work a flexible work schedule to meet department needs and attend sporting events to serve as liaison;
- First Aid, CPR, AED and other fitness and department specific certifications may be required;
- Must be able to lift at least 30 lbs as needed to move supplies and equipment;
- Valid driver's license.