



CLASS SPECIFICATION FOR:

Recreation Tourism Specialist

General Statement of Duties:

Under limited supervision, this position is responsible for developing and managing tourism marketing programs and assigned staff to promote public awareness and enhance support and visitation to Henrico County as a destination for a diverse array of events and activities; attracts and retains sporting events to Henrico County venues; does related work as required.

Distinguishing Features of Class:

An employee in this class the front line tourism marketing specialist with primary responsibilities for actively promoting Henrico County as a sporting, leisure and heritage destination. This position travels to attend local, regional and national events, workshops, conventions and other meetings to represent Henrico County, to retain and/or recruit future events; develops and implements effective tourism marketing strategies to increase awareness of Henrico County as a target destination for a diverse array of sports, leisure and heritage activities; Responsibilities afford opportunity for independent judgment in developing and deploying plans to increase destination tourism to Henrico County. Receives general supervision and policy direction from the Assistant Director of Recreation and Parks and works collaboratively to meet the tourism goals as defined by County Officials.

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

- Develops and implements short and long-term local, regional and national marketing strategies and plans to promote the County as a sporting, leisure and heritage event destination;
- Markets Henrico County to promote tourism with a goal of stimulating local economic conditions as a result of attracting and retaining numerous vibrant, and when possible, recurring sport, leisure and heritage events;
- Develops and implements strategies and plans to attract sports, leisure and heritage events to Henrico County and to retain existing events;
- Evaluates strategies and plans, updates and revises as necessary to achieve County's attraction and retention goals;
- Attends local, regional and national 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 coordinates the implementation of marketing communication strategies utilizing current social media and mobile apps and tools as well as conventional media outlets and promotional materials as well as online web pages and other online presences to brand and promote the County as a sporting event destination;
- Establishes and maintains effective working relationships with businesses, organizations, tournament directors, sports (and other) commissioners, officials, and others who sponsor sporting, leisure and heritage events to promote the County as a viable host for their events, including preparing and presenting proposals;
- Coordinates events with event sponsor as well as local resources, including scheduling facilities, collaborating with County and local resources/vendors to prepare venues for use, to support and maintain venues throughout the event, and working with local businesses who support or will be impacted by the event;
- 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 and serves on related committees as needed;
- Partners and liaisons with various community and professional groups with similar targeted goals and interests;
- Collaborates with vendors as necessary to develop and promote the Henrico County destination brand;
- Maintains a working knowledge of cutting edge principals and practices of marketing with a focus on promoting tourism and destination events and incorporates into existing strategies and plans to maximize impact and results;
- Maintains considerable knowledge of and familiarity with national, regional and local sports, leisure and heritage groups and organizations as well as businesses and organizations sponsoring 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;
- Accurately tracks tourism strategies' costs, performance measures and statistics and creates related reports;



CLASS SPECIFICATION FOR:

Recreation Tourism Specialist

Examples of Assigned Duties continued:

- Prepares the section budget and manages program and operations expenditures within approved budget;
- Responsible for the effective supervision of assigned staff including staff schedules, time cards and leave, performance evaluations, prioritizing and assigning work, and other related activities not limited to selection, training, coaching, disciplinary actions and development;
- Responsible for the effective supervision and site management of the County's Visitor's Center including completing required reports, budgeting, purchasing and financial transactions, merchandising and revenue collection, and the effective supervision of assigned staff including staff schedules, time cards and leave, performance evaluations, prioritizing and assigning work, and other related activities not limited to selection, training, coaching, disciplinary actions and development;
- Evaluates the need to fill vacant positions and recommends changes to allocated positions and operations as needed;
- Performs other duties as assigned.

Required Knowledge, Skills and Abilities:

Comprehensive 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 and the Division of Recreation; comprehensive 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 to target, attract and retain a diverse array of events; 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 budgets and manage expenditures in accordance with County Finance policies and manage operations effectively within an approved budget; good supervisory skills including good training skills and the ability to effectively manage workloads, events and/or projects; 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: Six (6) years of tourism marketing experience or other relevant experience including two (2) years supervisory 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.