

# **SNOHOMISH COUNTY JOB DESCRIPTION**

## **TOURISM PROMOTION COORDINATOR**

Spec No. 2345

### **BASIC FUNCTION**

To support the County's promotion of tourism by overseeing the marketing and promotion of the program, solicitation of applications for promotional funding and the development of contracts for approved projects.

### **STATEMENT OF ESSENTIAL JOB DUTIES**

1. Coordinates board meetings, public meetings and presentations; communicates with the Board President to establish agendas, coordinates board communications, take minutes and prepares logistics.
2. Coordinates Board appointments/resignations, tracks terms of office and vacancies, prepares solicitation and applications for board positions, process through the County Executive and County Council.
3. Develops business plan and budget for approval for the Tourism Promotion Area Board and Lodging Tax Advisory Board, County Executive and County Council.
4. Works with the Tourism Promotion Area Board and Lodging Tax Advisory Board to develop strategies, programs and policies to promote and increase tourism in Snohomish County.
5. Develops on-line presence, social media outlets and website maintenance.
6. Attends meetings, seminars, conventions and workshops to further knowledge, stay informed of the changes in the tourism industry and exchange information.
7. Manages solicitation, mailings response and applicant questions for grants funding applications.
8. Drafts and monitors grant award contracts; coordinates and monitors work completed by grant funded subcontractors.
9. Works with the designated Tourism Fund Manager, establishes regional tourism activities; serves on local committees that enhances tourism and fosters economic development.
10. Prepares monthly report of activities and accomplishments.

### **STATEMENT OF OTHER JOB DUTIES**

11. Performs related duties as required.

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### **MINIMUM QUALIFICATIONS**

Associate's degree in tourism, business, marketing, public relations or closely related field; AND three (3) years experience in contract administration, marketing/communications, tourism or economic development; OR, any combination of training and/or experience which provides the required knowledge and abilities. Must pass job related tests.

### **SPECIAL REQUIREMENTS**

A valid Washington State driver's license is required for employment.

### **KNOWLEDGE AND ABILITIES**

Knowledge of:

- concepts, principals and practices of marketing, advertising and promotions
- basic graphic design
- budget and record keeping techniques
- project management
- strong organizational skills
- contract administration
- Microsoft Office software applications
- office practices and procedures
- basic social media applications
- basic web platforms

Ability to:

- prepare and negotiate contracts and agreement terms
- develop strategic marketing and communication plans
- prepare program plans and budgets
- communicate effectively both orally and in writing
- meet deadlines and copes with interruptions
- oversee project completion
- follow-through and be detail orientated
- operate standard office equipment and computer software programs

### **SUPERVISION**

The employee in this class reports to the designated Tourism Fund Manager. The work is performed in a high degree of independence and is reviewed through meetings, periodic status reports and results obtained.

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#### **WORKING CONDITIONS**

The majority of the work is performed in an office environment with field trips to locations throughout the county for the purpose of attending community meetings and site visits.

Snohomish County is an Equal Employment Opportunity (EEO) employer.  
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: December 2011

Revised and retitled: December 2016, Tourism Promotion Area Coordinator

EEO Category: 5 - Paraprofessionals

Pay Grade: 237 – Classified Pay Plan

Workers Comp: 5306 – Non-Hazardous