

Greene County Economic Development, Tourism, and Planning Job Announcement – DIRECTOR OF TOURISM

Salary Range: \$68,812 - \$73,812 yearly

This is a full-time, provisional appointment. Permanent appointment is contingent upon Civil Service examination.

This is a professional management position responsible for the administration, direction, and coordination of the Tourism Destination Marketing Program for the County. The Tourism Director will coordinate tourism efforts with the Department of Economic Development and Planning as part of the County's integrated economic development strategies. The position requires exceptional hospitality skills in representing the tourism industry of Greene County. The work is performed under general supervision of the County Administrator and/or the Deputy County Administrator in accordance with policies established by the County Legislature with wide leeway permitted for the exercise of independent judgement in the performance of job duties and tasks. Supervision is exercised over subordinate professional and non-professional staff. Does related work as required.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of sales, advertising, and marketing techniques, including cooperative advertising, traditional, digital, and search marketing, public relations, and social media campaigns; Thorough knowledge of Microsoft Office work, Excel, PowerPoint, and web based management and tracking applications; Good knowledge of the principles and practices of the travel industry; Good knowledge of communication and media technology; Good knowledge of the English language; Good proof-reading and organizational skills; Good knowledge of the principles and practices for providing customer service; Ability to express ideas clearly and concisely, both verbally and in writing; Ability to form and maintain partnerships with media, industry, regional tourism promotion agencies, and the I LOVE NY State tourism office; Ability to establish and maintain friendly relationships with the County's tourism businesses and others engaging in publicity work; Ability to escort journalists and trade representative (tour operators, travel agents, group organizers, etc.) on familiarization tours through Greene County; Ability to travel alone, including the availability to work on weekends and evenings; Use of good judgement, tact, courtesy, initiative, and professional business appearance.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of a high school equivalency diploma **AND:**

- A Possession of a Master's Degree in Marketing, Communications, Advertising, Tourism, or a closely related field and five (5) years of experience in the tourism sector executing advertising and marketing campaigns, one (1) year of which must have been in a supervisory capacity; **OR**
- B Possession of a Bachelor's Degree in Marketing, Communications, Advertising, Tourism, or a closely related field and six (6) years of experience in the tourism sector executing advertising and marketing campaigns, one (1) year of which must have been in a supervisory capacity; **OR**
- C An equivalent combination of training and experience.

NOTE: Your degree must have been awarded by a college or university accredited by a regional, national or specialized agency recognized as an accrediting agency by the U.S. Department of Education/US Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

SPECIAL REQUIREMENT: Must possess and maintain a valid New York State driver's license with access to transportation to meet travel requirements involving travel to parts of the county and state and occasional travel out-of- state.

Submission of a Greene County employment application is required that shows you meet the minimum qualifications for this position. You are responsible for an accurate and clear description of your experience. **You may include a resume but do not substitute a resume.**

Applications can be obtained at:

<https://www.greeneconomy.com/wp-content/uploads/2019/07/GC-HR-EMPLOYMENT-APPLICATION-WITH-CONSENT-RELEASE-FORM-2019.pdf>

Qualified candidates should submit applications to the Greene County Human Resources Department, 411 Main Street, Catskill, NY 12414 or hr@discovergreene.com on or before September 27, 2022.

NOTE: Applicants or those eligible for original appointment to positions in the classified service in Greene County Government that receive a conditional offer of employment must successfully pass a drug screen and back ground check.