

# Greene County Economic Development, Tourism, & Planning Job Announcement – SENIOR TOURISM, SALES AND MARKETING COORDINATOR

**HOURLY RATE: \$25.63 (Grade 12, Step 0)**

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

This position is responsible for coordinating sales and marketing activities designed to publicize tourism attractions, amenities, events, and lodging facilities in Greene County. This position differs from the Tourism Sales and Marketing Coordinator, as the duties of this position are of a more complex nature. The incumbent requires the ability to work independently and is given wide leeway in the performance of job duties and tasks. The incumbent works closely with tourism businesses, trade groups, organizations, and agencies. The incumbent works under the direction and administrative supervision of the Tourism Marketing Manager. Supervision is exercised over sales and marketing, administrative, and clerical staff. Does related work as required.

## **FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Good knowledge of the County's attractions, amenities, events and lodging facilities, and community resources; Good knowledge of sales and marketing techniques, including cooperative advertising, traditional, digital and search marketing, public relations, and social media campaign; Must have good proof-reading and organizational skills; Knowledge of the travel industry; Ability to establish and maintain friendly relationships with the County's tourism businesses, representatives of the media, and others engaging in publicity work; Ability to escort journalists and trade representatives (tour operators, travel agents, group organizers) on familiarization tours through Greene County; Good knowledge of word processing, spreadsheets, and web based management and tracking applications; Use of good judgment and ability to represent Greene County in a professional and courteous manner; Ability to plan and supervise the work of others.

## **MINIMUM QUALIFICATIONS:**

- A. Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Tourism, Advertising, Journalism, Communication, or related field **and** three (3) years of experience in advertising sales and marketing;  
**OR**
- B. Graduation from a regionally accredited or New York State registered college or university with an Associate Degree in Tourism, Advertising, Marketing, Journalism, Communication, or related field **and** four (4) years of the experience above;  
**OR**
- C. Graduation from a regionally accredited high school **and** seven (7) years of experience as described above;  
**OR**
- D. An equivalent combination of training and experience as defined in A, B, and C above.

**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:** Possession of a valid New York State driver's license at time of appointment and this license must be maintained throughout employment. Use of a personal vehicle for performance of duties is also required. This position also requires regular travel to trade and consumer shows and sales missions, including ability to travel alone. Required to work weekends and holidays as necessary.

Submission of a Greene County employment application is required that shows you meet the minimum qualifications for the examination 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 employment applications to the Greene County Human Resource Department, 411 Main Street, Catskill, NY 12414 or [hr@greeneconomy.gov](mailto:hr@greeneconomy.gov).

**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 background check and drug screen.