

CITY OF GLENDALE

TITLE: **Tourism Coordinator** **CLASS CODE:** **474**

REPORTS TO: **Tourism Manager** **GRADE:** **25**

DEPARTMENT: **Marketing/Communications** **FLSA:** **E**

JOB SPECIFICATION DATE: November 18, 2005 cm

JOB SUMMARY:

Plans, organizes and coordinates visitor and merchant services to enhance and promote the City of Glendale as a premier tourist destination.

ESSENTIAL FUNCTIONS:

1. Serves as the Marketing/Communications Department liaison to Glendale merchants and business owners.
2. Conducts monthly business visits to Glendale merchants and business owners.
3. Maintains contact log relating to merchant services.
4. Participates in public relations and publicity functions for the tourism program and city and valley-wide special events.
5. Develops promotional relationships with agencies in the tourism and hospitality industry including hoteliers and convention and civic centers, meeting planners, tour operators and travel planners to book events and increase overnight stays.
6. Serves as the Marketing/Communications Department liaison to chambers of commerce.
7. Delivers public presentations to service clubs, specialized tour groups, schools and others interested in visiting and learning more about the City of Glendale.
8. Identifies prospective tourism markets relating to tour and trade. Follows up on initial contact and maintains communication.
9. Attends travel and trade shows.
10. Assists visitors and citizens with travel needs.
11. Performs other related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

Tourism and hospitality industry principles and practices.

Skill in:

The use of computers and applicable software.

Ability to:

Speak effectively to a variety of audiences.

Communicate effectively both orally and in writing.

Establish and maintain effective working relationships with City staff, other agencies and the public.

Complete projects within established schedule.

WORKING CONDITIONS:

Work involves travel statewide and nationally, setting up displays and attending trade shows.

MINIMUM QUALIFICATIONS:

Bachelor's Degree in Advertising, Public Relations, Journalism, Marketing or Public Administration and one year experience coordinating tourism/special events programs.

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

SPECIAL REQUIREMENTS:

Valid Arizona driver's license.

Requires some weekend, evening and holiday work.