



July 06, 2020

Tourism Specialist

Job description

The tourism specialist works to develop and enhance the visitor facilities of the City of Marlin and to stimulate tourism interest and growth in order to produce economic benefits for the city. The tourism specialist will work with local authorities but may also work with private companies or other public and private sector agencies to successfully promote tourism and devise tourist development initiatives/campaigns with the aim of generating and increasing revenue and attract tourism to the City of Marlin. The tourism specialist reports directly to the city manager or his/her designee and is responsible for submitting weekly and monthly reports.

Work activities

- Promoting existing tourist attractions through advertising campaigns, developing promotional literature including artwork, writing press releases and copy for tourism guides/newsletters
- Carrying out research of existing tourist attractions to gain customer feedback in order to make improvements
- Researching local history and local people's views in order to develop potential new tourist attractions
- Working with the media and other local partner organizations to raise the profile of the local area, generate positive publicity and create a brand identity for the area
- Organizing exhibition stands at conferences and holiday shows, both nationally and overseas, to promote the area
- Organizing special and seasonal events and festivals
- Providing support, guidance and sometimes administering funding for local tourism-related business and advising new tourism businesses
- Encouraging the development of new jobs within the tourism sector
- Bringing in tourism development funding to the area
- Assessing the impact that any planned developments may have upon the local environment weighed against the potential benefits
- Consulting with local tourism businesses such as tour operators, restaurants and guest-houses, to assess the effectiveness of current tourism development policies and to develop an overall tourism development strategy.

Work conditions

Travel: usually office based, although travel to tourist centers and attractions may be required.

Working hours: normally office hours, may require occasional evenings/weekends to attend social events.

Location: local / throughout the state

Salaries

Salary range \$42,000-46,000.00 plus incentives this range may vary depending on experience.

Entry requirements

An associate degree minimum or 5 consecutive years of direct work-related experience within the related areas of:

- Business/management experience with a focus on tourism management and marketing
- Hospitality and vacation management and marketing specialist
- Hotel/Motel management and marketing specialist
- Tourism and leisure marketing specialist
- Direct marketing and sales specialist
- Downtown marketing and grant writing specialist
- Travel and tourism management and marketing specialist

Specific entry requirements

Previous relevant work experience in the marketing, travel and tourism industries is a requirement. *****Substantial Marketing Experience with a successful track record Is Preferred*****

Applications will be accepted until position is filled: