



October 12, 2022

## Tourism Specialist

### Job description

The tourism specialist works to develop and enhance the visitor facilities and or landmarks of the City of Marlin and to stimulate tourism interest and growth to produce tourism 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/campaign/promote historical downtown patronage 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, this includes the submission of an annual budget.

### 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 to make improvements
- Researching local history and local people's views 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 guesthouses, 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.

**Minimum requirements:**

A bachelor's degree or 5 consecutive years of verifiable direct work-related experience within the related areas of:

- Business/management experience with a focus on tourism management and marketing specialist
- 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:**