

DEPUTY DIRECTOR OF TOURISM

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Director of Tourism, an incumbent of this position is responsible for assisting the Director in promoting Westchester County and its facilities as a destination for leisure travel, group tours, conventions, conferences, meetings, and special events, through an aggressive marketing and advertising campaign. In addition, this position serves for and in place of the Director in his/her absence. Supervision is exercised over subordinate staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative only)

Participates in planning and implementation of programs and projects aimed at promoting tourism in Westchester County;

Oversees the Office of Tourism operations to include general budgeting, purchasing, inventory control, etc.;

Participates in planning, formulating and recommending policies and programs which will further overall tourism objectives;

Identifies and participates in programs for the promotion of Westchester as a leisure and business destination;

Serves as liaison between tour operators, meeting planners, travel agents, hotels, attractions, meeting facilities, conference centers, restaurants, etc.;

Solicits corporate group and tourist business by participation in trade shows and maintaining industry group and corporate contacts;

Initiates and maintains frequent contact with group tour operators, motor coach operators, receptive tour operators and international tour operators to solicit business;

Assists various County agencies, both public and private, in developing strategies for increasing visitor volume and expenditures;

Assists local and regional organizations in building the awareness of the tourism/travel industry and of the Office of Tourism;

Establishes and maintains effective working relationships with major tourism attractions in Westchester to develop partnership opportunities including co-op advertising and marketing, tradeshow, coupons, packages, etc.;

Participates in the development, review and distribution of brochures, articles, press releases, etc., on tourism-related subjects including Westchester attractions, events, services, facilities, tourism marketing and public relations;

Participates in trade shows, sales missions, and familiarization tours for journalists, travel agents, tour operators, meeting planners and corporate travel planners;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Conducts market research and disseminates data on tourism trends and the economic impact of tourism to the County;

Works with advertising agencies to create campaigns to promote Westchester to relevant market segments;

Coordinates the Office's Leads Referral Program, in an effort to match the needs of meeting and corporate travel planners interested in conducting business in Westchester County with local hotels, facilities and attractions;

Participates in designing, developing and implementing an annual marketing plan;

Prepares a variety of reports and studies related to promoting tourism in Westchester;

Directs and trains Office of Tourism volunteers and interns;

Keeps informed on current trends in the travel/tourism industry and of the uses and capabilities of the variety of destinations in the County;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments;

May perform other incidental tasks, as needed.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Good knowledge of tourism development and promotional activities in Westchester; good knowledge of the principles, methods and techniques used in tourism marketing, promotional and public relations, local tourism development, tour packaging, and tourism event development and coordination; good knowledge of issues, concerns and impediments affecting tourism development; good knowledge of the geographic and business area layout of communities in Westchester County; working knowledge of the methods and techniques of program management; ability to supervise the work of others; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to meet and deal effectively with people at all levels in the public and private sector; ability to read, write, speak, understand and communicate sufficiently in English to perform the essential functions of the position; sound judgment; integrity; resourcefulness; creativity; physical condition commensurate with the demands of the position.

REQUIRED TRAINING AND EXPERIENCE: Bachelor's Degree* and four years of experience in tourism development, advertising, business development, marketing activities, or closely related field, for a public or private enterprise, two years of which must have been at a supervisory or administrative level.

SUBSTITUTION: A Master's Degree* in Business Administration, Public Administration, Marketing, Recreation, Communications, Tourism or closely related field may be substituted for two years of the general experience described above.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level will be considered in evaluating experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution accredited or recognized by the New York State Department of Education as a post-secondary, degree-granting institution.