

PROGRAM SPECIALIST (TOURISM)

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Director of Tourism, an incumbent of this position is responsible for outreach duties to increase leisure and business travel to Westchester. Contacts include travel writers, press, travel agents, group tour operators, and others. While supervision is not a responsibility of this class, leadership and guidance may be provided to clerical support staff as needed. Does related work as required.

EXAMPLES OF WORK: (Illustrative only)

Participates in programs such as travel shows, travel agent solicitations, regional co-op activities and statewide initiatives for the promotion of Westchester as a leisure and business destination;

Serves as a liaison between tour operators, planners, travel agents, and the appropriate staff at hotels, attractions, meeting facilities, conference centers, restaurants, etc.;

Writes and provides suggested itineraries to tour operators to assist in booking group travel;

Maintains website content and databases of contacts, leads and other tourism-related data;

Writes and assists 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, and tour operators;

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

Works with public relations and marketing agencies to create campaigns to promote Westchester to relevant market segments;

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

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 and analytics 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; 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; knowledge of the geographic and business area layout of communities in Westchester County; working knowledge of issues, concerns and impediments affecting tourism development; ability to meet and deal effectively with people at all levels in the public and private sector; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; sound judgment; integrity; resourcefulness; physical condition commensurate with the demands of the position.

REQUIRED TRAINING AND EXPERIENCE: Bachelor's Degree* and two years of experience involving tourism development, integrated marketing or business development which must have included digital marketing.

*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.

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