

City of Oregon City**Position Description**

Position: Program Specialist - Tourism	Represented: AFSCME
Department/Site: Economic Development /City Hall	FLSA: Non-exempt
Evaluated by: Economic Development Manager	Salary Grade: 25

Summary

This position performs a variety of program support functions including Tourism Plan implementation, meeting facilitation, marketing and promotions, event planning, grant assistance, relationship building with stakeholders, public outreach efforts and administrative duties in support of the tourism initiative for the Economic Development Department as well as other project tasks as assigned.

Essential Duties and Responsibilities

- Facilitate and guide the efforts of a Tourism Stakeholders Group, established by the City Commission, to develop strategies, programs, and policies to promote tourism.
- Develop relationships with local, regional and state-wide tourism partners, tourism-based publications and writers, tour operators and travel agents
- Design, develop and conduct familiarization tours of Oregon City for media, event planning, tour operators and travel agents
- Provide educational programming to area hotels, businesses and existing Oregon City tourism assets/facilities on attractions and events and how to act like a destination.
- Promote attractions and community events to visitors through multiple media
- Implement existing and execute new advertising and programing strategies for current and subsequent years that will increase Oregon City visitation
- Build campaigns and stories for unique selling points
- Contribute to and monitor the flow of new web content on the traveloregoncity.com website
- Gather data and monitor Tourism metrics.
- Identify program needs in the community as they relate to tourism
- Schedules programs or activities, presenters, rooms, equipment and materials.
- Assist in preparation of staff reports and annual tourism reports for review by the City Commission
- Track, update and respond to inquiries relating to City tourism

- Other tasks as assigned.

Qualifications

▪ Knowledge

- Basic principles and practices of community involvement and outreach/engagement methods including event organizing, public relations and marketing
- Knowledge of the tourism industry on the local, regional and state levels
- Basic publication resources including website and database management and development
- Fundamentals of writing and composition as it relates to publications and internet applications.
- Fundamentals of the practices, procedures, and techniques of the coordination and evaluation of programs
- Fundamentals of public/community relations, communications, customer service and information presentation methods and procedures
- Record keeping and data gathering principles and procedures.
- Techniques for effectively representing the city within the community and to a variety of outside agencies and professional groups.
- Organizational and time management skills
- Active listening and interpersonal skills

▪ Abilities

- Provide a high level of customer service to the public and city staff at all times
- Be an integral part of program functions and activities to achieve program goals
- Implement a variety of programs in support of the City, the Department and the goals therein.
- Effectively respond to inquiries regarding the assigned program
- Establish, maintain and foster positive working relationships with city staff, community members and program related stakeholders
- Prepare and maintain accurate reports and records.
- Understand the organization and operation of the assigned department, program and outside agencies as necessary to assume assigned responsibilities.
- Independently recognize problems and develop and suggest solutions.

▪ Physical Abilities

Requires the ability to function primarily indoors in an office environment engaged in work of primarily a sedentary nature. Requires sufficient ambulatory ability to move about through office and to locations throughout the city. Requires auditory ability to carry on audience, ordinary, and telephonic conversation. Requires near and far visual acuity to read detailed maps, drawings, other printed material, computer screens, and observe multi-dimensional physical layouts. Requires manual and finger dexterity to write and to operate microcomputers and other office equipment. Requires the ability to alternatively sit and stand for sustained periods of time to perform desk and counter work.

▪ Education and Experience

The position typically requires a Bachelor's degree in Business Administration, Marketing, Public Administration, or related field and at least three years of relevant work experience; or, an equivalent

combination of experience and training sufficient to successfully perform the essential duties of the job such as those listed above.

- **Licenses and Certificates**

May require a valid driver's license.

- **Working Conditions**

Work is performed indoors where minimal safety considerations exist.

This job/class description, describes the general nature of the work performed, representative duties as well as the typical qualifications needed for acceptable performance. It is not intended to be a complete list of all responsibilities, duties, work steps, and skills required of the job.