

**POSITION:** Tourism Coordinator  
**GRADE:** 10N  
**CODE:**

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**FLSA:** Exempt  
**DATE:** 1/99, grade changed 07/05

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**Job summary:** Responsible for marketing and promoting Cecil County as a tourist destination; performs other duties as assigned.

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**Essential Functions:**

1. Develops and designs advertising campaigns;
  2. Develops necessary brochures, press releases, and other media material;
  3. Collects and maintains up-to-date information concerning the development and growth of tourism in the County;
  4. Analyzes information regarding the impact of tourism on the local economy;
  5. Recruits and supervises a committee of County business leaders;
  6. Encourages media publications to publish features on County attractions;
  7. Serves as liaison with other County agencies and the State Office of Tourism;
  8. Promotes continuing and new events designed to increase the flow of tourist revenue to the County;
  9. Participates in trade shows and represents County at local events;
  10. Assists with budget preparation;
  11. Establishes effective working relationships with tourism industry representatives;
  12. Becomes familiar with tourism products in the area;
  13. Perform other duties as instructed and assigned.
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**Required Knowledge, Skills, and Abilities:**

1. Thorough knowledge of the history, geography, people, places of interest, and other relevant aspects of tourism in Cecil County;
  2. Working knowledge of the principles and practices of marketing and promotion;
  3. Knowledge of media scheduling and advertising;
  4. Knowledge of the principles of communications;
  5. Ability to effectively communicate in oral and written form, including producing brochures, advertisements, and press releases;
  6. Ability to conduct field research and analyze data;
  7. Ability to establish and maintain effective working relationships with representatives in business and civic organizations;
  8. Ability to plan, design, and produce exhibits, posters, pamphlets and other promotional material.
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**Education and Experience:**

1. Bachelor's Degree in communications, public relations, marketing, or a related field;
2. One or more years experience in tourism, public relations, sales, marketing, journalism or a related field;
3. Or equivalent technical training, education, and experience;
4. Valid Driver's License.

**Physical and Environmental Conditions:** Work requires light physical effort in the handling of

light materials or boxes and tools or equipment in non-strenuous work positions.

The work environment involves everyday risks of discomforts which require normal safety precautions typical of such places as offices, meetings and training rooms, libraries, and residences or commercial vehicles, e.g., use of safe work place practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, and/or working in moderate outdoor weather conditions.

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The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions of this job.