

## TOURISM AND CULTURAL RESOURCES COORDINATOR

**Department:** Tourism and Cultural Resources  
**Reports to:** Director of Development Services  
**Hiring Range:** \$20.16 - \$ 23.47  
**FLSA Status:** Non-Exempt

### **JOB SUMMARY**

Responsible for planning, organizing, supervising and coordinating cultural, tourism and communication activities and initiatives. Develops goals, strategies, and plans to execute a comprehensive approach for promoting Athens' cultural resource and tourism amenities to both the community and visitors. Serves as the point of contact for community events and activities with a focus on enhancing tourism and culture. Manages the operations of the Texan Theater.

### **QUALIFICATIONS**

#### **Education and Experience:**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be: four years of increasingly responsible experience in tourism promotion, cultural resources, event management, or a related field; additionally, a Bachelor's degree from an accredited college or university with major course work in public administration, communications, historic preservation, fine arts or a related field is ideal.

#### **License or Certificate:**

Possession of, or ability to obtain, an appropriate, valid Texas driver's license.

#### **Knowledge, Skills and Abilities:**

- Experience with cultural planning and tourism
- Strong computer skills, specifically in the use of Microsoft Office, internet applications, social media and desktop publishing
- Effective project management skills, including the ability to handle multiple tasks concurrently
- Ability to gather information through researching, interviewing or other methodologies, present in a clear and concise written format and articulate verbal presentations
- Highly developed interpersonal skills, including the ability to communicate honestly and the application of diplomacy to deal tactfully in an open and political environment
- Demonstrated ability in effectively working with committees, boards and volunteers
- Strong problem solving and conflict resolution skills
- Because of the responsibilities of the position, working some evenings, weekends and irregular hours is required

### **ESSENTIAL JOB FUNCTIONS**

- Responsible for the development and implementation of programs and projects to foster and enhance the growth of the City of Athens as a culturally vibrant and creative City.
- Serve as the staff liaison to the Cultural Resources Commission, including working with the Chair and the Committee to facilitate planning initiatives.
- Plan, implement and manage the operations of The Texan event and concert venue.
- Plan, implement and manage historic preservation strategies, including the Downtown Façade Improvement Program.
- Plan and implement the Downtown Master Plan.
- Develop and facilitate arts promotion in the City.

- Produce external and community communications, press releases, blog posts, social media posts and event flyers and literature.
- Identify emerging cultural issues through knowledge of trends and developments in the sector, assess the required resources, formulate strategies and propose initiatives to increase cultural impact on the economic and social aspects of the City.
- Facilitate and initiate innovative partnerships to support related organizations and advance the development of the cultural and tourism sectors.
- Maintain awareness of grants, funding and nomination opportunities for applicable projects and events and submit appropriate applications.
- Work within the City Manager to effectively market and promote all City cultural and tourism initiatives and administrate usage of advertising funds.
- Produce and coordinate distribution of effective tourist promotional tools as related to key cultural and heritage institutions, programs, festivals and events to applicable local and regional businesses, stakeholders, tourism associations or related organizations.
- Liaise with the Athens Chamber of Commerce, key local operators and regional partners in planning tours, packaging and arranging itineraries based on local and area attractions.
- Facilitate professional development opportunities to encourage networking and economic growth within the local cultural and tourism sectors.
- Prepare departmental reports and Council agenda items.
- Manage the annual budget for Cultural Development and Tourism, including invoice payment, purchase order requests and service agreements.
- Advise City Manager and City Council on matters related to Cultural Development and Tourism.
- Participate in regional and state cultural development and tourism activities and organizations.
- Represent the City and City Manager at events, business openings, community initiatives as required.
- Other duties as assigned.

### **PHYSICAL REQUIREMENTS**

#### **Environmental Conditions:**

- Office/field environment; may work in inclement weather conditions.

#### **Physical Conditions:**

- Essential and marginal functions require maintaining physical condition necessary for sitting, standing or walking for prolonged periods of time; and operating motorized vehicles.