

## TOURISM AND EVENTS COORDINATOR

**Department:** Cain Center  
**Reports to:** Director of Cain Center  
**Hiring Range:** \$41,936.96 – \$44,570.24  
**FLSA Status:** Exempt

### **JOB SUMMARY**

This position is responsible for planning, organizing, supervising, and coordinating tourism and communication activities and initiatives for the City of Athens including the Cain Center. This position will execute a comprehensive approach for promoting Athens' cultural resources and tourism amenities to both the community and visitors. Serves as the point of contact for community events and activities with a focus on fully utilizing the Cain Center and other city amenities. This position requires a flexible schedule, interaction with other city employees and the citizens of Athens.

### **QUALIFICATIONS**

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

Bachelor's degree in business administration, hospitality, recreation or related field is highly preferred or four years' experience in parks and recreation, special event planning, fundraising or closely related field. Any combination of experience and training that would likely provide the required knowledge and abilities will be considered.

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

- Knowledge of the event planning process for small and large scale events using both inside and outside City facilities.
- Knowledge of all popular social media platforms and the appropriate use of said platform.
- Knowledge of municipal purchasing policies and purchasing law.
- Knowledge of creating press releases using appropriate verbiage.
- Skills in the use of a personal computer and common software such as Microsoft Office, Adobe, and other publishing software packages.
- Ability to gather information through researching, interviewing or other methodologies, present in a clear and concise written format and articulate verbal presentations
- Ability to effectively working with committees, boards, and volunteers.
- Ability to effectively plan, organize, maintain records.
- Ability to implement oral and written policies.
- Ability to maintain good working relationships.
- Ability to give verbal and physical instructions to program participants.
- Ability to exercise good judgment and provide technical assistance to assigned staff.

- Ability to work with money, adding, subtracting, counting.
- Ability to fill out attendance and accounting reports.
- Ability to maintain a flexible work schedule to include weekdays, evenings, weekends, holidays

#### **Machines, Tools, Equipment and Work Aids\_**

- Computer, software programs, copy machine; fax machine; calculator.
- Safety equipment.

#### **ESSENTIAL JOB FUNCTIONS**

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

- Produce programs and special events from conception to completion. Responsible for the organization, implementation, coordination, and evaluation of all aspects of assigned programs and special events. Maximize planning and best practices to ensure success of programs and events
- Coordinate the design and creation of necessary materials to market and promote programs and events to ensure maximum coverage and success.
- Communicate through written memos, email, and meetings. Issue written and oral instructions; assign duties and examine work for accuracy, neatness, and conformance to policies and procedures.
- Ability to assist with the development and management of the financial budget.
- Maintain accurate accountability for cash handling.
- Assist with Cain Center operations and performs other duties as may be assigned
- 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.
- 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 with 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.
- Maintain a relationship with the Hotel and Motels to better understand the needs of our visitors.

### **PHYSICAL REQUIREMENTS AND CONDITIONS**

- Must be able to speak, see, hear, and read.
- Office/field environment may work in inclement weather conditions.
- Essential and marginal functions require maintaining physical condition necessary for sitting, standing, or walking for prolonged periods of time: and operating motorized vehicles.
- **Possession of a valid Texas Class C driver's license is required.**

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*