

DIRECTOR OF TOURISM

DISTINGUISHING FEATURES OF THE CLASS: Under general direction of the Director of Economic Development, an incumbent of this position is responsible for planning, developing and implementing programs to promote Westchester County and its facilities as a destination for leisure travel, group tours, conventions, conferences, meetings, and special events through aggressive marketing and advertising campaigns. Supervision is exercised over employees. Does related work as required.

EXAMPLES OF WORK: (Illustrative only)

Plans, develops and implements programs and projects aimed at promoting tourism, including business travel, in Westchester County;

Plans, formulates and recommends policies and programs which will further overall tourism objectives;

Assists various County agencies, both public and private, in developing strategies for increasing visitor volume and expenditures;

Leads and guides local and regional organizations in building the awareness of the tourism/travel industry and of the Office of Tourism;

Oversees 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;

Supervises and participates in trade shows, sales missions, and familiarization tours for journalists, travel agents, and tour operators;

Oversees market research and the dissemination of data on tourism trends and the economic impact of tourism to the County;

Participates in cooperative ventures with various tourism agencies regionally, nationally and internationally to promote Westchester tourism;

Collaborates with advertising agencies to create campaigns to promote Westchester to relevant market segments;

Designs, develops and implements an annual marketing plan;

Issues 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;

May perform other incidental tasks, as needed;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of tourism development and promotional activities in Westchester; thorough 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; good knowledge of issues, concerns and impediments affecting tourism development; good knowledge of the methods and techniques of program management; good knowledge of the geographic and business area layout of communities in Westchester County; ability to supervise the work of others; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to meet and deal effectively with people at all levels in the public and private sector; sound judgment; integrity; creativity; resourcefulness; physical condition commensurate with the demands of the position.

REQUIRED TRAINING AND EXPERIENCE: Bachelor's Degree* and six years of administrative or managerial experience in tourism development, advertising, business development, marketing activities, or closely related field, for a public or private enterprise, three years of which must have been in a supervisory capacity.

SUBSTITUTION: A Master's Degree* in Business Administration, Public Administration, Marketing, Recreation, Communications, or Tourism or closely related field may be substituted for two years of the general experience described above.

*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.