

## PROGRAM ADMINISTRATOR (TOURISM)

DISTINGUISHING FEATURES OF THE CLASS: Under the general supervision of the Director of Tourism, an incumbent of this position is responsible for producing and executing the County's tourism promotion and marketing initiatives to enhance the overall image of Westchester County. This role involves overseeing integrated marketing campaigns, managing agencies and vendors, and coordinating with internal teams to support tourism and film projects. This class differs from Program Specialist in the greater scope of strategic planning, team leadership, high-level decision making, and complexity of the programs administered. Supervision is exercised over subordinate staff. Does related work as required.

### EXAMPLES OF WORK: (Illustrative only)

Participates in the planning and implementation of promotion and marketing programs and projects aimed at promoting tourism, including business travel, in Westchester County;

Assists in formulating the marketing budget and executing the marketing plan;

Serves as primary contact and liaison with agencies in coordinating and overseeing integrated marketing campaigns that include digital advertising, email marketing, content strategy, social media and traditional marketing tactics;

Manages public relations campaigns and oversee the planning of a network of vendors to ensure Tourism maintains relationships with tourism and lifestyle media;

Serves as the liaison with the internal CE communication team in producing press releases, arranging interviews and articles, and planning press events for both Tourism and Film projects;

Assists in creating and executing program marketing plans by consulting with the agency, internal team, and tourism partners to clarify marketing objectives and develop messaging across all platforms, including print and digital publications;

Creates and approves the content of the social media calendar and PR initiatives, including press FAMs and pitches. Oversee visitor data platforms such as Symphony, GA4, and other surveys and data points;

Serves as the editor of tourism website, focusing on enhancing the online user experience. Responsible for creating and maintaining a variety of content, including creative pieces, blog posts, video highlights, maps, digital brochures, and listings for tourism partners;

Manages databases of contacts, leads, and other tourism-related information, and creates meta tags to monitor website traffic and track paid social media campaigns;

Serves as primary liaison with website platform Simpleview: including CMS and CRM and providing staff training and support as needed;

Manages the production, writing, design, and distribution of monthly email marketing campaigns and special newsletters;

Oversees the creation of itineraries for the website, social media, and tour operators, and handles the development, review, and distribution of brochures, articles, and press releases on tourism-related topics;

Oversees the virtual tour program and manage the asset library, including photo and video files, and coordinate photography shoots;

Serves as the Westchester Tourism ambassador at trade shows and press familiarization events, while guiding the agency in addressing marketing needs for these events. This includes overseeing booth displays, activations, and promotional materials for trade shows, sales missions, and familiarization tours for journalists, travel agents, and tour operators;

Participates in promoting Westchester as a premier leisure and business destination through travel shows, travel agent outreach, regional co-op activities, and statewide initiatives;

Serves as a liaison between tour operators, planners, and travel agents with the appropriate staff at hotels, attractions, meeting facilities, conference centers, and restaurants;

Works closely with internal teams to promote tourism business opportunities and partnerships;

Prepares report and studies related to tourism promotion and stay informed on industry trends and destination capabilities;

Keeps informed on current trends in the travel/tourism industry and of the uses and capabilities of the variety of destinations in the County;

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

May perform other incidental tasks, as needed;

**REQUIRED KNOWLEDGE SKILLS ABILITIES AND ATTRIBUTES:** Good knowledge of tourism development and promotional activities in Westchester; 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; knowledge of the geographic and business area layout of communities in Westchester County; working knowledge of issues, concerns and impediments affecting tourism development; ability to meet and deal effectively with people at all levels in the public and private sector; ability to work collaboratively with internal teams and external partners; strong background in digital marketing and campaign management ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail and database software; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; sound judgment; integrity; resourcefulness; physical condition commensurate with the demands of the position. Strong writing and visual literacy and digital marketing experience

REQUIRED TRAINING AND EXPERIENCE: Bachelor's Degree\* and five years of experience involving tourism development, integrated marketing, business development, or a closely related field for a public or private enterprise.

SUBSTITUTION: Satisfactory completion of 30 credits towards a Master's Degree\* may be substituted on a year for year basis for up to two years of the above stated experience. A Master's Degree\* in Business Administration, Public Administration, Marketing, Recreation, Communications, Tourism, or a closely related field may be substituted for two additional years of the above stated experience.

SPECIAL REQUIREMENT: Possess and maintain a valid New York State Driver's License at time of appointment and while in the title.

\*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 postsecondary, degree-granting institution.

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J. C.: Competitive  
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Job Class Code: C3355  
Job Group: XII