

Job Posting

Title: Tourism Program Coordinator – Carter County, TN

Overview:

The Tourism Coordinator is a full-time salaried position with benefits; primarily a marketing position guided by the Tourism Development Council within the Elizabethton Carter County Chamber of Commerce. The Tourism Program Coordinator position reports directly to the Executive Director of the Elizabethton/Carter County Chamber of Commerce.

Essential Functions

- Responsible for Tourism Trade Relations, routinely working with tourism businesses and attractions which include outdoor involvement and exposure to the elements.
- Responsible for the promotion, creation and implementation of tourism related events (to include, but not limited to: fishing, biking, hiking, etc.).
- Responsible for the visitor's center and store management.
- Must be able to work within and understand budgets.
- Updates and maintains the tourism website and social media platforms.
- Responsible for the creation of marketing materials, including visitor brochures, website, etc.; solicits visitor related businesses for media and marketing purposes.
Assists with the preparation and administration of the annual marketing plan and assists with reviewing advertising opportunities and composes tourism related press releases.
- Takes photographs and maintains digital library.
- Prepares reports on ad negotiations and placements, data inquiry and creative initiatives. Keeps updated advertising history files and archives ad materials. Collects necessary and pertinent travel research and reports findings. Compiles yearly tourism marketing plan under the guidance of the Tourism Development Council.
- Verifies facts, organizes and coordinates with the Tennessee Department of Tourism.
- Plans, implements and manages annual budget for tourism within the established internal policies.
- Plans and markets with the Retire Tennessee program.
- Works with visitor related businesses to promote businesses and works to enhance tourism income.
- Works jointly with other visitor's bureaus regarding cooperative advertising and marketing in the area (NETTA).
- Works jointly with the NETA and the TN Department of Tourism on various initiatives including: marketing, story ideas, media leads and assists with press tours as needed.
- Abides by, enforces and participates in the implementation of regulations set forth by Carter County Tomorrow and the governments of the City of Elizabethton and Carter County.
- Assists with Chamber initiatives and events as assigned.

Qualifications:

- Outgoing, active, self-starter with excellent communication and organization skills.
- Must have the ability to multi-task and manage numerous projects and events.
- Ability to promote teamwork and develop long-term relationships.
- Track record of community relations, presentation and negotiation skills.
- Tourism, marketing or travel industry background preferred, but not required.
- Must be able to work flexible hours, including attending events in the evening and weekend days throughout the year.
- Some travel required
- Must have dependable transportation
- Must be able to lift and carry up to 50 pounds and be able to participate in excursions such as hiking, fishing, biking, rafting and other outdoor adventure activities.

- Must be proficient in multiple computer programs, applications and social networking media.
- Retail experience is a plus
- This position requires a combination of education and/or experience equal to 4 years in tourism, hospitality, marketing or public relations.
- Knowledge of Carter County's heritage and natural/cultural resources is a plus.

Competencies

- Business Ethics: treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically upholds organizational values
- Communications: expresses ideas and thoughts verbally and in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods
- Customer Service: displays courtesy and sensitivity; manages difficult or emotional customer situations; meets commitments; responds promptly to customer needs; solicits customer feedback to improve service
- Dependability: responds to requests for service and assistance; follows instructions and responds to management direction; takes responsibility for own actions; commits to doing the best job possible; meets attendance and punctuality guidelines
- Job Knowledge: competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively
- Quality: demonstrates accuracy and thoroughness; displays commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality
- Relationship Building: builds rapport across the organization and with all parties; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; develops network of professional contacts; displays empathy and tolerates diverse viewpoints
- Initiative: volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of new opportunities.