

Employment Opportunity- Tourism & Visitor Support Specialist Grayson County, VA

Applications are being accepted for a **Tourism & Visitor Support Specialist**. The position is located in Independence, VA. Responsibilities include but are not limited to; tourism marketing, interacting with potential and actual visitors to Grayson County, maintaining digital & social media tourism sites for Grayson County and performing other tourism related tasks as directed by the Supervisor. A High School Diploma or GED with coursework in related fields and/or related work experience is preferred. This is a part-time position with an hourly wage of \$12/hr. The position requires a work schedule of Monday & Tuesdays of each week, with some flex time hours involved. Fifteen (15) hours a week is expected.

Candidates should submit their cover letter, resume and a Virginia State Application by Friday, July 15th, 2016 to the following address: Elaine R. Holeton, Director, Planning & Community Development, P.O Box 217, 129 Davis Street, Independence VA 24348

Please refer to the Grayson County website at: www.graysoncountyva.gov (Job Listings Tab) for a complete job description or contact the Director of Planning & Community Development at 276-773-2000 or eholeton@graysoncountyva.gov Grayson County is an EEO/AA employer.

See pages 2 and 3 for Job Description

Tourism & Visitor Support Specialist

General Definition of Work:

Under the supervision of the Director of Planning & Community Development and/or County Administration, the **Tourism & Visitor Support Specialist** is responsible for tourism marketing, interacting with potential and actual visitors to Grayson County, maintaining digital & social media tourism marketing sites for Grayson County and performing affiliated tourism related tasks as directed by the supervisor.

Work Location:

The Office of the **Tourism & Visitor Support Specialist** shall be located at the Historic 1908 Courthouse Visitor Center, 107 East Main Street, Independence, VA.

Classification & Wage:

Position is classified as part-time, hourly wage. The pre-set wage for this position is \$12.00/hr.

Days/Hours of Work:

The position requires a work schedule of Mondays & Tuesdays of each week, from 10 a.m. to 4 p.m. In addition to the regular scheduled hours; Flex time work will average 3 hrs. a week and will be custom tailored around the needs of the Department, at the discretion of the Director of Planning & Community Development. This Flex time will be planned in accordance with the employee's schedule and agreed to, prior to the work being performed. The average work week is listed at 15 hrs.

Qualification Requirements:

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and /or ability required. Reasonable accommodations can be made for individual with disabilities.

Essential Functions:

- Staff the Grayson County Visitor Information Center at the Historic 1908 Courthouse during the regular hours assigned by the supervisor and interact with the public to improve the visitor experience.
- Manage and organize the tourism materials offered at the Tourism Center.
- Maintain the Grayson County Tourism Department website using the Content Management System for Grayson Tourism.

- Distribute Marketing Materials for Grayson County Tourism, including brochures, posters, press- releases etc... by mail, through digital medium, or by vehicle.
- Interact with potential visitors via phone and e-mail to encourage their visitation to Grayson County and mail or e-mail information to these potential visitors.
- Utilize the partner sites such as MYSWVA.org, The Crooked Road, Virginia Travel Corporation (VTC) Take A Break From the Interstate and Round the Mountain, among others to populate listings and promote Grayson County, VA.
- Develop and/or facilitate the development of marketing materials to promote Grayson County, such as Brochures, Rack Cards, Magazine & Newspaper Ads.
- Facilitate the management of tourism photos and improve photo stock, including periodic photo contests and/or photographic assignments to improve photo stock.
- Manage the “Grayson County Festivals & Events” Program. Including the development of the Festival Posters, maintaining the events and festivals list on the tourism website and using partner sites to help promote Grayson County Events and Festivals.
- Attend Tourism Related Trainings and Tourism Meetings as directed by Director of Planning & Community Development/County Administration.
- Correspond with “Grayson County- Tourism Related Businesses” to market these tourism assets through the Grayson County Tourism Program, update business listings on the Tourism Website and promote tourism assets to potential visitors.
- Tourism reporting and metrics as directed by the Supervisor.
- Assigned tasks to support the Historic 1908 Courthouse Visitor Center.
- Development of social media to support Grayson County Tourism. Periodic updates to social media sites and interaction through social media.
- Perform other tourism related duties and functions as directed.

Knowledge, Skills and Requirements:

Employee must possess strong oral & written communication skills and must be able to communicate effectively with the public. Must be self-motivated to complete the assigned tasks without direct supervision. Personal time management and self-discipline are required to complete these tasks in a timely fashion and to meet the assigned deadlines for the Tourism Department. Must possess strong computer skills, including knowledge of and experience with the Microsoft Software Suite, photo-editing software and interaction with the Internet. Use of both electronic mail & regular mail for communication and distribution of marketing materials. Must be capable of lifting up to 50 lbs. for distribution of tourism marketing materials. Must possess a Valid Virginia Driver’s License. Employee will be required to adhere to the Grayson County Employee Handbook and workplace requirements for Grayson County, VA.