

TOURISM REGIONAL COORDINATOR

KIND OF WORK

Professional tourism marketing and administration.

NATURE AND PURPOSE

Under administrative direction, design and administer marketing plans for regional and inter-regional tourism facilities and events. Employees in this class exercise Basic Specialized know-how, applying an understanding of the occupational principles of marketing and program administration, sufficient to plan, deliver and evaluate tourism programs within a region and to research tourism market data to develop Office of Tourism goals for broader statewide and national promotional activities. Perform related work as required.

Job Evaluation profile narrative (Hay method):

*Know How* Requires an understanding of the occupational principles of marketing, program administration and market data research. Requires human relations skills for the mediation of conflicts among frequently competing goals and interests of the Office of Tourism, the regional board and commercial associations/businesses while soliciting funds and advertising, overcoming resistance to new clients and expanding markets.

*Problem Solving* Requires interpretive problem solving within the guidelines of policies and occupational principles, in a variety of situations which require judgment sufficient to administer on-going programs, determine current and projected priorities, and identify new initiatives.

*Accountability* Work is regulated by broad practices and procedures. Impact is contributory on end results through the facilitation and coordination of the delivery of services and programs through the Office of Tourism and regional board to client groups such as trade associations.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Administers the State's tourism programs in a geographic region of the state so that the travel and tourism industry is effectively and efficiently served by maintaining effective relationships and communications with the travel and tourism industry in the region, by attending Office of Tourism management meetings and by implementing special projects designed to leverage funds from the private sector for tourism programs.

Plans, develops and evaluates, in conjunction with the Minnesota Office of Tourism and the Regional Tourism Board, regional tourism policies, programs, procedures and special activities to effectively meet the area's tourism needs and goals by identifying regional tourism issues and needs, developing work plans and conducting or coordinating time/cost benefit analyses and other evaluations of program and project success.

Directs the administrative activities of a regional office to ensure the availability of material resources and appropriate environment necessary for staff functioning by developing appropriate manuals, forms, etc.; by participating with local and state tourism officials in negotiating leases and contracting for equipment and supplies; and by coordinating regional and state tourism activities.

Coordinates a regional office's policies, activities and procedures with those of other tourism programs and organizations to maximize resources and effectively meet the region's tourism needs by acting as the regional office's liaison with those agencies and programs and by mediating or negotiating solutions to inter-agency and intra-regional disputes or conflicts.

#### KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

##### Knowledge of:

The region's travel/tourism industry and resources sufficient to develop and deliver long range and annual plans which effectively market and promote the region.

The principles of market research sufficient to gather and analyze data to predict/evaluate the success or cost/benefit of particular programs or proposals.

##### Ability to:

Speak in public sufficient to develop and make presentations to groups of industry or community representatives and to members of the public.

Negotiate and mediate disputes sufficient to resolve conflicts between the competing interests and goals of various regional boards, trade associations, chambers of commerce, etc.

Est.: 06/87

Rev.:

Ckd.:

T.C.: 9/94

Former Title(s): Tourism Regional Manager  
(008623, BU 220)