MAJOR FUNCTION
Responsible role creating tourism alliances and partnerships and strive to increase progressive exposure of the Advertising Authority of West Volusia County (WVTAA).

ILLUSTRATIVE DUTIES
(NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Liaison/outreach with area hotels, events, attractions, tourism offices, and other venues. (Attend meetings, deliver brochures, assist with website and database updates).
- Work with external agencies to develop cooperative marketing strategies.
- Develop and market tourism programs and promotions that positively affect both the image and economy of West Volusia. Works with regional partners and accommodators to develop seasonal packages and other promotions.
- Assist in development and implementation of a marketing plan to advertise and publicize WVTAA.
- Coordinate and attend consumer travel shows, make travel arrangements, process and post travel paperwork following policies and procedures.
- Analyze data collected from trade shows and follow up on leads.
- Attend industry meetings locally, nationally and internationally when applicable for the promotion of WVTAA.
- Assist in the development of new markets (e.g. weddings, wellness, etc.)
- Research and collect information for development of new collaterals, Enewsletters, marketing materials (e.g. wedding guide, coloring book and tear-off map).
- Research and cultivate motor-coach/group market opportunities; develop itineraries FIT’s etc.
- Visit AAA offices and make other sales calls as needed to promote WVTAA visibility.
- Serve on various professional committees/boards to promote WVTAA.
- Assist with website and social media administration.
- Assist with WVTAA sponsored events as needed.
- Attend work on a regular and consistent basis.
- Must adhere to Federal, State, County and Local ordinances.
- Perform other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES
- Knowledge of the principles of management and their application to the administration of governmental affairs.
- Knowledge of area of assignment, including trends and concerns.
- Able to communicate and express ideas clearly and concisely, both orally and in writing to groups and to individuals.
• Able to efficiently utilize computers and other electronic devices and applicable programs (e.g. Word, Excel).
• Available to work effectively under stressful conditions.
• Able to interact effectively with others.
• Able to establish effective working relationships.
• Able to operate a motorized vehicle.
• Able to travel via automobile, plane and other modes of transportation.
• Able to work and travel throughout the country and overseas, including evenings and weekends.

MINIMUM REQUIREMENTS

Bachelor’s degree in Business Administration, Marketing, Journalism, Hospitality or related field and two (2) years of experience in the tourism industry.

A comparable amount of education, training, or experience may be substituted for the minimum qualifications.

Must possess a valid driver’s license. Must possess and maintain a valid Florida driver’s license within 30 days of appointment.

ADA REQUIREMENTS

Physical Demands: Sedentary work. Ability to sit, see, hear, talk, walk, stand, bend, reach, climb stairs. Ability to traverse uneven ground. Finger dexterity to operate computers and other electronic devices. Ability to lift, carry, push, pull up to 25 pounds. Visual acuity (peripheral vision, depth perception) necessary to operate a motorized vehicle.

Environmental Demands: Primarily inside work. Some exposure to excessive noise, dust, fumes, vibrations, inclement weather to include, but not limited to rain, heat, cold, and/or wind.

Mental Demands: Ability to read and comprehend professional manuals, legal documents, ordinances, statutes, instructions, reports, abstracts, financial reports, letters and summaries. Ability to write reports, evaluations, summaries, letters, financial reports, procedures, and policies. Ability to perform advanced mathematical functions. Ability to speak publicly; conversant in theory and practices of discipline; persuasive speaking. Able to analyze data and develop conclusions. Able to identify and resolve problems.