

Kane County

Job Description



Job Title: Collateral Media Specialist	Job Code:
Division: Tourism/Film Commission	Effective Date: 03/01/15
Department: Commission/Administration	Last Revised: 03/01/15

GENERAL PURPOSE

Produces 'collateral products' that promote tourism events, features and destinations within the area,-- such as print, web-based and Social Media brochures, maps, hand-outs, web pages, etc. Maintains, organizes, and grows the Kane County collateral and digital photo library for easy retrieval of assets. Assists with general marketing projects. Performs a variety of **operational support and customer service duties** as needed to promote tourism in Kane County & Southern Utah.

SUPERVISION RECEIVED

Works under the general supervision of Tourism Director and the Assistant Tourism Director.

SUPERVISION EXERCISED

May contract to use local resources to assist in the development of needed material, such as photographers, guides, outfitters, clubs, and others with sufficient knowledge of the area.

Must be able to work independently, with little supervision.

ESSENTIAL FUNCTIONS

Utilizing the established Kane County Branding/Marketing Style Guide, design a series of standardized, recognizable, easy-to-use, professionally published "Adventure Maps Series", that can be easily used by the visitor for scenic drives, ATV and off-road trails, hiking trails, horseback riding, snowmobiling, and other "adventures" -- that will **inspire** the visitor to stay longer in our area and have a deeper experience. These materials also need to be in a translated into a format that can be utilized in active web pages, on Social Media, on mobile devices and our *VisitSouthernUtah.com* webpage, and perhaps 'downloadable' onto GPS units using current technology.

Will work with various individuals, clubs, committees, guides & outfitters, and organizations to tap their "knowledge base", and utilize their talent to produce high quality "Adventures", maps, and itineraries.

Acts as a liaison with Public Lands officials and Private Land owners to obtain information regarding recreational activities and trails that can be utilized in the "Adventure Map series". Establish a close relationship with the local governmental agencies (Bureau of Land Management, National Parks, State Parks, Monuments, etc) to be able to expand tourism opportunities in our area (trails, hikes, routes, etc)

Work closely with local outfitters and guides to help them develop interesting activities to offer to visitors.

Will work at least one day a week in the Kane County Visitor Center as a host:

Providing the first-level contact with office visitors and tourists; provides general operational information; performs clerical, customer service, public relations and bookkeeping duties to include; answer, track, and respond to incoming phone calls, e-mails and other communiqués from callers and clients; greet clients or walk-in visitors, assist them with general tourist and travel information, and direct them to appropriate destination(s).

This will orient the candidate as to what questions & comments our visitors have, and decide which collateral needs to be prioritized and produced to satisfy the demand.

Acts as an information source related to events, movie histories, lodging, local attractions, dining, road conditions, fees, permits, etc. assisting the general public and special interest visitors.

Offers interpretive information related to various local sites, history, landmarks and areas of interest, events and attractions;

Assists visitors in organizing their itineraries and visiting schedules in an effort to keep them in our area longer, and provide the visitor with a richer experience.

Contributes regularly to the *VisitSouthernUtah.com* website: personal recommendations, materials, photos, suggestions, itineraries, etc. Working with all forms of Social Media (Website, Facebook, blogging, tweeting, etc) with articles of interest and will promote conversations about Kane County and Southern Utah in general;

Monitors brochure racks in local motels, restaurants, businesses, etc. to make sure they are well stocked.

Manages publications of printed materials generated from the Office of Tourism.

Able to take on assigned tasks to completion with little supervision, using good judgment, enthusiasm and creativity.

Assists with local events and occasional trade shows as needed.

Performs related duties as required.

MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Graduation from High School; College degree in related field (Graphics Design or Hospitality) preferred.

AND

B. Two (2) years of experience with Graphics Design and experience working with PC and MAC computers.

OR

C. An equivalent combination of education and experience.

2. Required Knowledge, Skills and Abilities:

Considerable knowledge of Southern Utah/Northern Arizona, including the National Parks, National Monuments, Utah State Parks, Kane County backcountry, and all attractions in the greater Southern Utah/Northern Arizona area. A familiarity with the areas' history, culture, and local issues. Experience with hiking, ATV's, horseback, and backcountry activities. **Working Knowledge** of the Internet and Social Media. **Some Knowledge** of marketing strategies and budget process. Experience in graphic design, layout, advertising, publishing and effective communication is critical.

Thorough skill in use of office equipment, i.e. personal computer, phone, fax, adding machine, copy machine, scanner, digital camera, GPS equipment, etc.; math skills, English and grammar skills; the use of audio visual equipment. Use of basic computer programs, i.e. Microsoft Office, Word, Excel, PowerPoint. Excellent written and verbal communication skills are necessary. Optimism, enthusiasm, courtesy and diplomacy are essential qualities. Experience with digital photography, brochure development, and general merchandising.

Ability to administer and direct a large and comprehensive marketing program; manage, analyze problems, identify solutions and project consequences of proposed actions; operate personal computer in utilizing various programs to produce or compose marketing materials, formal documents, proposals, reports and records; develop and administer departmental goals, objectives and procedures; prepare and present budget estimates for projects; communicate effectively verbally and in writing; develop effective working relationships with supervisors, fellow employees, and the public; work independently and deal effectively with stress caused by work load and time deadlines; identify and respond to sensitive community and organization issues; exercise initiative and independent judgment and to act resourcefully under varying conditions.

3. Special Qualifications:

Must be self motivated and a team player to accomplish small and large scale projects. Must have a current drivers license. Must be willing to maintain a flexible working schedule to adapt to daily office demands, attend, and be willing to occasionally respond to situations after normal business hours. Must be willing to travel (County vehicle provided).

4. Working Environment:

A great deal of independent "field work" is required: Driving, hiking, off-roading, etc. Some general office work requiring variety of physical activities not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching, hearing and seeing. Mental application utilizes memory for details, emotional stability and discriminating thinking and creative problem solving. Modest flexibility of schedule is necessary, as weekend and evening hours are sometimes needed, Frequent travel required in normal course of job performance.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the employee(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I _____ have reviewed the above job description. Date: _____
(Employee)