



COUNTY OF NYE

CLASS TITLE: Tourism Coordinator

BASIC FUNCTION:

Under general supervision of the County/Town of Pahrump Manager, the employee performs various Tourism related operations including administrative support; tourism development; tourism marketing efforts; development of marketing materials; planning, coordination, and attendance at tourism related events, including conferences, and promotional opportunities, customer relations, develops and coordinates website and social media accounts for Tourism. Considerable tact and finesse are required when working with the public, and governmental agencies, vendors, hospitality and tourism related businesses and other employees. Initiative or independent judgment is exercised within a framework of established policies and procedures.

REPRESENTATIVE DUTIES: *(Performance of these functions is the reason the job exists. Assigned job tasks/duties are not limited to the representative duties).*

1. Works with various state-wide and regional groups to promote Visit Pahrump for the purpose of seeking to secure additional business activity, events and room nights.
2. Assist with content development to be placed on social media platforms in order to effectively communicate, promote and/or market the Visit Pahrump and events to intended audiences.
3. Maintains working relationships with hospitality stakeholders and tourism agencies and makes a concerted effort to generate partnership opportunities; attends industry related events and meetings as required.
4. Maintains a well-informed working knowledge of Pahrump's amenities, attractions, and events.
5. Assists with planning and coordination of tourism groups, FAM trips and influencer visits.
6. Conducts media buys in industry publications.
7. Conducts tourism-related follow-up activities including requests for proposals submitted by meeting and event planners.
8. Follow-up on leads secured at tourism conferences and tradeshows.
9. Assists with special events and/or tourism programs as needed.
10. Prepare PTAC reports and presentation materials for monthly meetings.
11. Develop sales presentations to generate awareness of Pahrump hotels and visitor attractions.
12. Attends industry related events and meetings as required.

13. Acts as a liaison between hospitality partners to drive relationship building programs amongst the local tourism community.
14. Assist with grant writing, submissions and reporting.
15. Reconcile tradeshow budget and follow-up reporting.
16. Develops and prepares all department reports.

Knowledge, Skills & Abilities:

- 3-5 years of experience In-depth understanding of the tourism industry, including trends, destinations, and travel products.
- Familiarity with local attractions and hospitality offerings to provide accurate information and recommendations to visitors.
- Proficient knowledge of travel booking platforms, reservation systems, and tourism-related software.
- Strong organizational and multitasking skills to manage multiple tourism projects, events, and itineraries simultaneously.
- Excellent communication skills, both verbal and written, to interact with tourists, vendors, and local stakeholders effectively.
- Demonstrated ability to create engaging and informative travel materials, such as brochures, maps, and online content.
- Proven ability to coordinate and execute tourism programs, including arranging accommodations, transportation, and relevant site tours.
- Strong problem-solving skills to address unexpected situations, such as cancellations, delays, or changes in travel itineraries.
- Exceptional customer service skills to ensure tourists' needs are met, and to handle inquiries, complaints, and emergencies professionally and efficiently.

THIS JOB SPECIFICATION SHOULD NOT BE CONSTRUED TO IMPLY THAT THESE REQUIREMENTS ARE THE EXCLUSIVE STANDARDS OF THE POSITION. INCUMBENTS MAY BE REQUIRED TO FOLLOW ANY OTHER INSTRUCTIONS, AND TO PERFORM ANY OTHER RELATED DUTIES AS MAY BE REQUIRED BY THEIR SUPERVISOR.

EDUCATION:

- Bachelor's degree in tourism management, hospitality, or a related field preferred.
- Relevant certifications or additional training in tourism, event planning, or customer service is a plus.

LICENSES:

Not applicable.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:

May provide supervision to office support staff.

CONTACTS:

Supervisors, co-workers, general public, elected officials, incumbents, department heads and/or other department personnel, public agencies and vendors.

PHYSICAL EFFORT:

The physical and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Strength and dexterity; vision to use keyboard and video display; strength and stamina to bend, stoop, sit and stand for long periods of time; occasional lifting of cases of brochures, promotional items, files, stacks of paper or reports; ability to reach for items above or below desk level, some bending, manual dexterity and cognitive ability to operate a personal computer; ability to communicate in-person or via telephone.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodations with the employer.

WORKING CONDITIONS:

Work is performed under the following conditions: Generally clean work environment with limited exposure to conditions such as dust, fumes, odors or noise; periodic contact with angry and/or upset individuals; frequent interruptions of planned work activities by telephone calls, office visitors and response to unplanned events.

Occasional travel may be required.

CONDITIONS OF EMPLOYMENT:

Nye County participates in E-Verify and will provide the Social Security Administration (SSA) and, if necessary, the Department of Homeland Security (DHS), with information from each applicant's Form I-9 to confirm work authorization. All candidates who are offered employment must complete Section 1 of the Form I-9 along with required proof of their right to work in the United States and proof of their identity prior to starting employment. Please be prepared to provide required documentation as soon as possible after the job offer is made.

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (covered under the Americans with Disabilities Act) expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. Incumbent may be asked to perform other duties as required.