

**Position:** Tourism Marketing Coordinator

**Classification:** Part-time, non-exempt, based on a schedule of 15 hours/week

**Reports to:** Director of Tourism & Marketing

**Primary Role:** Support the functions of the tourism program of the Livingston County Chamber of Commerce through administrative tasks related to sales, marketing, promotions, and public relations.

**Essential Functions:**

- Provide administrative support to the Director of Tourism & Marketing ○ Document creation, database management, mailing preparation
- Act as the front-line greeter at the Chamber of Commerce office ○ Greet and direct visitors, answer incoming calls, take messages for staff
- Manage onsite visitor center ○ Contact partner offices for updated supplies, manage inventory year-round, organize inventory in logical manner
- Coordinate with ILNY staff to fulfill media, group tour, and consumer requests
- Coordinate fulfillment of all brochure requests ○ Communicate with distributors to fulfill bulk requests, fulfill consumer requests as ordered
- Manage social media accounts ○ Includes unique content creation and posting/scheduling for Facebook, Twitter, Pinterest, YouTube, and Instagram
- Complete content updates on the FingerLakesWest.com site and other partner sites (as required) ○ Including design/development homepage campaign slides, maintaining business listings, blog posts, news articles, event listings, graphics and images, and promotional copy
- Coordinate tourism email communications ○ Maintain contact lists, develop and schedule email blasts for tourism promotion, industry updates, and quarterly newsletters
- Assist the Director in developing, writing, editing, and compiling content for new brochures and promotional literature
- Develop and maintain relationships with local businesses and tourism partners, scout and approach new partners for program participation and Chamber membership, participate in member retention and recruitment efforts as directed
- Occasionally photograph businesses and special events for promotional use. ○ Organize and maintain media library including photos, audio files, and b-roll video.
- Represent Livingston County Chamber & Tourism at Chamber functions, local and regional meetings, events, seminars, and training sessions, as needed
- Perform additional duties as requested

**Qualifications:**

The ideal candidate will be a self-managed, marketing professional, who likes to multi-task and work on a variety of projects in a fast-paced environment.

- Strong communication skills (written and verbal) for both formal business and consumer interactions
- Proficiency in Microsoft Office including Word, Excel, and PowerPoint, Google platform (Gmail, Google Docs, Google Calendar, Analytics), Facebook, Twitter, Pinterest, YouTube, and Instagram
- Knowledge of Constant Contact and Adobe Photoshop a plus □ Occasional nights and weekends (for special events) may be required. □ Must be able to lift at least 25 lbs.

**Educational/Experience Requirements:**

- An Associate Degree in Marketing, Communications, Tourism or a related field (or equivalent experience)

**Evaluation:**

An annual evaluation by the Director of Tourism & Marketing and the President/CEO based upon this job description. Additionally, a semi-annual informal evaluation may be instituted.

**Accountability:**

As the Tourism Marketing Coordinator, he/she will keep the Director of Tourism & Marketing and the President/CEO informed at all times concerning internal and external issues related to the Chamber and its functions and position in the community. In order for this position to maintain the trust, visibility, and liaison needed to be effective, the highest level of ethics and standards of conduct in and out of the office are expected and required.

**Vision & Mission:**

The vision of the Livingston County Area Chamber of Commerce and Tourism Promotion Agency is to create a vibrant and sustainable business environment in Livingston County by fulfilling our mission of fostering business development and providing opportunities for our members to prosper.

**Compensation:**

Hourly rate of pay based on skills and experience.

**Please send resume & cover letter to:**

Visit@FingerLakesWest.com

Livingston County Area Chamber of Commerce & Tourism Promotion Agency  
Attn: Director of Tourism & Marketing  
4635 Millennium Drive  
Geneseo, NY 14454

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