



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
MEDIA AND GRAPHIC SPECIALIST
(TOURISM DIVISION)

PARKS, RECREATION AND TOURISM Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position assists in the creative and graphic development and implementation of marketing strategies to promote the City as a vacation destination to a variety of group markets, media, and consumers. Reports to the Administrator of Tourism.

ESSENTIAL JOB FUNCTIONS

Assists in the concept development of group media strategies and brochures; develops various industry and group market promotional direct mailings and flyers; develop and coordinate activities, ideas and email broadcasts to promote local awareness of Newport News attractions.

Designs graphic material such as coupon books, flyers, and promotional items; develops the tourism website's web page graphic design and wording as well as wording for a variety of brochures, materials, and other creative pieces that need graphic enhancement.

Researches and writes media releases; follows-up on leads as needed; concentrates on a variety of group markets. Assists with the compilation and coordination of specialty publications and additional materials.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Public Relations and Communications** - Thorough knowledge of the proper methods and techniques of researching, preparing and disseminating public information.
- **Tourism** - Knowledge of travel, tourism, marketing principles, practices, advertising mediums, and techniques. Knowledge of the policies and procedures, organization and functions of the Tourism Department. Knowledge of the geographic layout of the City, including all tourist attractions.
- **Customer Service** - Thorough knowledge of principles and processes for providing customer service. This includes meeting quality standards for services and evaluation of customer satisfaction.

REQUIRED SKILLS

- **Computer Skills** - Utilizes a personal computer with word processing, spreadsheet, database, graphic design, desk top publishing, photo editing programs and related software to effectively complete a variety of administrative tasks with reasonable speed and accuracy.
- **Interpersonal Relationships** - Develops and maintains cooperative and professional relationships with employees, managers, and representatives from other departments and organizations.
- **Judgement/Decision Making** -Uses logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions.

REQUIRED ABILITIES

- **Communication** - Ability to communicate ideas and proposals effectively so others will understand. Ability to listen and understand information and ideas presented verbally or in writing.
- **Time Management** - Ability to plan and organize daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.

EDUCATION AND EXPERIENCE

Bachelor's Degree in Business Administration, Marketing or a related field and 1-3 years of related experience, or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

Acceptable general background check to include a local and state criminal history check and sex offender registry check and a valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Requires the ability to exert light physical effort in sedentary to light work.
- Some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds).
- Tasks may involve extended periods of time at keyboard or work station.

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds, depth, textures, and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Essential functions are regularly performed without exposure to adverse environmental conditions.

