



NEWPORT NEWS, VA  
CITY OF OPPORTUNITY

JOB DESCRIPTION  
**TOURISM COORDINATOR**  
(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

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## **GENERAL STATEMENT OF RESPONSIBILITIES**

Under general supervision, this position is responsible for planning, developing, coordinating and implementing programs to promote public awareness and enhance support and visitation to the City of Newport News. Serves as Division Manager as needed. Reports to the Administrator - Tourism.

## **ESSENTIAL JOB FUNCTIONS**

Researches, develops, prepares, and coordinates consumer related programs, promotions, written materials and electronic marketing concepts increase tourism and local awareness while generating revenue for the City of Newport News; develops and coordinates a the Newport News Hospitality Ambassador Program, National Tourism Week campaign, and customer service training seminars. Oversees and conducts entrance and exit interviews with visitors to gather vital marketing statistics.

Responsible for the effective supervision and administration of the Visitor's Center including completing required reports, budgeting, purchasing and financial transactions to include merchandise research and revenue collection, staff organization and development, performance evaluations, employee relations, prioritizing and assigning work and related activities.

Interacts with the public and others outside the work unit to obtain and provide information and assistance in a variety of circumstances including industry/City meetings, AAA sales missions, familiarization tours, radio and cable broadcasts; interacts and coordinates projects with industry representatives. Responsible for developing, maintaining and using a database of consumer inquiries to generate a variety of statistical reports.

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**

- Tourism - Comprehensive knowledge of travel, tourism, marketing principles, practices, advertising mediums, and techniques. Comprehensive knowledge of the policies and procedures, organization and functions of the Tourism Department. Comprehensive 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 setting and meeting quality standards for services and evaluation of customer satisfaction.
- Supervision - Knowledge of leadership techniques, principles and procedures to assign work, schedule, supervise, train, and evaluate the work of assigned staff.

### **REQUIRED SKILLS**

- Computer Skills – Utilizes a personal computer with word processing, spreadsheet, database 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**

- Accounting/Budgeting - Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and accounting principles and practices in the analysis and reporting of data.
- 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.
- Coordination of Work – Ability to establish and implement effective administrative programs and procedures. Establishes priorities for the completion of work in accordance with sound time-management methodology. Performs a broad range of supervisory responsibilities over others.

### **EDUCATION AND EXPERIENCE**

Bachelor’s Degree in Tourism, Business Administration, Marketing or a related field and 3-5 years related marketing, development and research experience or an equivalent combination of education and experience.

### **ADDITIONAL REQUIREMENTS**

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

### **PHYSICAL REQUIREMENTS**

- Tasks require the ability to exert very moderate physical effort in light work.
- Some combination of stooping, kneeling, crouching and crawling.
- Some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (10-20 pounds).

### **SENSORY REQUIREMENTS**

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

## **ENVIRONMENTAL EXPOSURES**

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, and traffic hazards.