



CLASS SPECIFICATION

Class Title: Tourism Assistant
Department: CED- Tourism Division
FLSA: Non-Exempt

Class Code: 7780
Grade: 12
Eff. Date: 12/23/2022

GENERAL PURPOSE

Under direct supervision of the Tourism Marketing Manager, provides administrative support for all projects and duties performed as part of Discover Davis, the destination marketing brand for Davis County Tourism and events.

EXAMPLE OF DUTIES

Receives visitors or calls for Discover Davis; handles questions or matters of technical nature and directs others to the appropriate staff members; assists the general public with questions or resources needed about Davis County; assists with selling Discover Davis products in person or on-line; receives and distributes incoming mail; and acts as general administrative support for all needs in the Tourism division, and it's staff.

Prepares and maintains agendas for Board meetings; attends Board meetings and takes minutes; prepares minutes and materials to send to board members prior to meetings; makes necessary logistical arrangements for meetings.

Assists the marketing team with gathering and promoting information collected from cities and industry partners regarding events, festivals, theater, concerts, performances, and other events in the county.

Assists with maintaining, updating and ensuring the Discoverdavis.com website is up-to-date at all times.

Assists with developing marketing strategies, including social media, to promote events, activities, and programs; prepares and disseminates promotional materials. Assists with maintaining the Discover Davis, Antelope by Moonlight, Great Salt Lake Bird Festival and Legacy Events Center websites.

Offers support in destination sales efforts which include scheduling meetings, helping write RFPs for potential businesses to host their event in Davis County, and researching potential clients for the team to reach out to.

Performs related duties as assigned.

MINIMUM QUALIFICATIONS

1. **Education and Experience:**

High school graduation or equivalent, plus at least one (1) year of experience in event planning, marketing, or customer service.

Preference for marketing (including social media) or public relations experience.

2. Special Qualifications:

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license, maintain the minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

3. Necessary Knowledge, Skills, and Abilities:

Knowledge of: computer applications, including MS Word and Excel; creating and maintaining social media sites; planning events; marketing and promotions.

Skill in:

This position may require the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Ability to: organize and prioritize multiple tasks; meet deadlines; analyze problems and recommend effective option and solutions; work evening hours and weekends; work with minimal supervision; operate computer hardware and applicable software; communicate effectively (orally and in writing); follow written and oral instructions; establish and maintain effective working relationships with supervisors, employees, board members, other agencies, and the general public.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. **All requirements are subject to possible modifications to reasonably accommodate individuals with disabilities.**