

TRAVEL AND TOURISM REPRESENTATIVE

KIND OF WORK

Professional marketing and public relations work promoting travel and tourism in the state.

NATURE AND PURPOSE

Under limited supervision, performs tourism planning, promotion, marketing and sales work on state, national and/or international levels to increase travel in the state and provides technical development assistance to tourism operators, business organizations; performs related work as required.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Counsels businesses, organizations, and communities to assist them in self-development and marketing to increase tourism by meeting with individuals and groups, identifying local/regional needs and concerns, distributing printed materials, explaining available funding assistance, matching grants programs, and travel trade marketing processes.

Provides educational assistance to communities, organizations, tour operators, to meet industry needs by planning, organizing, and conducting informational meetings and training seminars, by making formal presentations to groups, by coordinating conferences and special events, and developing and maintaining networking relationships within educational institutions.

Develops campaigns for domestic and international markets to promote group tours and meeting and convention travel by planning, budgeting for, and participating in trade shows and sales missions.

Establish and maintain networking relationships with travel professionals, trade associations, governmental units to develop resource materials and programs by in-person and telephone contacts, pursuit of shared funding programs, hosting familiarization tours.

Researches, compiles and maintains current information on travel trade markets to support and develop technical data base used in tourism marketing programs, by reviewing current professional literature, conducting surveys, assisting manager in development of annual workplans, writing news and market articles and activity reports.

Coordinates grant and funding programs for the tourism industry to ensure effective use of state dollars and expand growth and development by monitoring guidelines and contracts, reviewing and approving projects, overseeing compliance and quality control, reporting results, maintaining contacts with government and private sector participants.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

Knowledge of Minnesota products and services sufficient to identify tourism opportunities and to represent the state to domestic and international travel professionals and consumers.

Knowledge of the business practice as applied to the sales and marketing of group tour destination sufficient to develop effective networks and business relationships.

*Knowledge of processes and fundamentals of travel marketing sufficient to provide technical assistance regarding travel marketing to Minnesota communities and organizations.

*Knowledge of needs assessment, training and pricing methodologies sufficient to organize seminars and conferences for the Minnesota tourism industry.

Knowledge of state policy and funding criteria sufficient to coordinate guidelines, applications, contracts, evaluations and fiscal accountability for a matching grant program.

*Knowledge of processes and fundamentals of tourism business development sufficient to provide technical and feasibility assistance regarding tourism development to Minnesota businesses and organizations.

Ability to:

*Ability to communicate clearly, verbally and in writing to effectively provide travel marketing technical assistance to Minnesota organizations and communities.

Ability to identify and assess tourism development potential in order to provide evaluation and feasibility feedback to tourism businesses.

*Ability to identify, assess and address tourism educational needs to provide conferences and seminars on a zero based budget.

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Ability to utilize computer for storing, manipulating and reporting leads and funding information.

Ability to plan and organize trade missions, trade shows and similar events and host familiarization tours throughout the state.

*Ability to make small and large group presentations.

Est.: 08/09/67
Rev.: 12/10/90

T.C.:
Former Title(s):