

Job Title: Tourism & Marketing Coordinator

Department: Administrative

Status: Full Time

Pay Group: A7

The City of Jasper is seeking a Tourism and Marketing Coordinator with the responsibilities of managing, developing, and implementing tourism and marketing that enhances the local economy. Responsibilities will be to promote and coordinate various events and activities that are held throughout the year. This position will be under the director of the City Manager.

Major Duties

- Act as a liaison between the City of Jasper and local communities, collaborating to identify opportunities for mutual growth.
- Develop and implement comprehensive tourism strategies to attract visitors, increase tourism revenue, and enhance the overall tourism experience in the City of Jasper.
- Work closely with local businesses to ensure a seamless and enjoyable experience for tourists.
- Create and execute impactful campaigns that highlight the City of Jasper and its attractions.
- Foster strong partnerships with local business, governmental entities, and community organizations to create and collaborate initiatives to support tourism growth.
- Gather and analyze community-related data to inform decision making and identify areas for improvement.

Knowledge, Skills, and Ability

- Knowledge in tourism trends, market dynamics, and customer behavior.
- Excellent communication and interpersonal skills.
- Ability to analyze data and trends in tourism and marketing.
- Strong organizational and project management abilities.
- Ability to follow a budget.
- Proficient in Microsoft Office suites and relevant software.
- May be required to work outside normal business hours especially during events and promotions.

Qualifications

- Bachelor's degree is preferred in Marketing, Hospitality, Tourism Management, Business, or related field.
- 3-5 years' experience preferred in one of the following: Marketing, Hospitality, Tourism Management, or Business.
- Valid driver's license at time of placement.