

Lodging Program Coordinator

Nature of Work

This is administrative work involving the design and implementation of programs designed to coordinate, enhance and promote the lodging industry for Sevier County. Activities associated with the job include working with the Sevier County Tourism Committee and the advertising agency to ensure the effectiveness of a wide range of promotional materials including various media sources, assessing the effectiveness of marketing campaigns and ensuring the proper utilization of allocated funds. Additional activities include compiling and analyzing data and preparing reports pertaining to lodging activities and maintaining records of occupancy rates of rental properties. The incumbent will also be attending conferences and other meetings related to marketing campaigns and initiatives and performing related administrative and accounting functions. Job related duties require thorough knowledge of the Sevier County lodging industry including the lodging tax program, ability to perform public relations and related activities, and strong organizational, interpersonal and decision making skills. Job related duties are evaluated by the County Mayor through review of the coordination of lodging activities, effectiveness of marketing and advertising campaigns, efficient utilization of marketing funds and knowledge of the Sevier County lodging industry.

Illustrative Examples of Work

- Assumes primary responsibility for coordinating the promotion of the private lodging industry in Sevier County, tracking lodging capacities and ensuring the accurate collection of lodging fees.
- Assists with the coordination and implementation of the approved marketing plan and ensures compliance with the existing marketing budget.
- Maintains constant communications with lodging entities located in Sevier County to ensure their needs are addressed in a timely manner.
- Works with community groups, the Chamber of Commerce, advertising agencies, etc. to promote the county lodging industry and maximize the effectiveness of marketing campaigns.
- Attends meetings with local, state, regional and national organizations such as SHA, PFHA, GHA, STS, TNHTA and represents the county at official functions.
- Interacts with other county offices and departments involved with lodging activities including the Trustee's office, Property Assessor, Register of Deeds and GIS department.
- Monitors the advertising budget for the county to ensure compliance with established goals and objectives and accurate receipt and expenditure of funds.
- Serves as a liaison between the tourism committee, advertising agencies and County Commissioners to keep all parties informed of current marketing campaigns, upcoming events and activities, etc.
- Analyzes lodging industry data and prepares reports for submission to the Mayor's Office and County Commission.

- Performs a variety of administrative functions to ensure the proper organization and maintenance of departmental files, documents, contracts, correspondence, etc.
- Participates in a variety of regional and local activities and events including ribbon cuttings, parades, campaign kick-offs, etc.
- Performs related duties as required.

Necessary Requirements of Work

Graduation from an accredited four year high school; considerable experience performing a variety of administrative and accounting functions; considerable knowledge of the Sevier County lodging tax program; strong organizational, interpersonal and decision making skills; or any equivalent combination of education and/or experience to provide the following knowledge, abilities and skills:

- Thorough knowledge of the Sevier County lodging industry including lodging capacity, types of rental properties, vacancy rates, applicable taxes and fees, etc.
- Knowledge of acceptable budgeting techniques and practices.
- Knowledge of office organization and administrative practices and methods.
- Knowledge of the county offices and departments involved with lodging activities including the Trustee's office, Property Assessor, Register of Deeds and GIS department.
- Ability to develop and implement programs and systems that effectively coordinate lodging activities located throughout the county and ensure the accurate tracking of rentals properties and collection of fees.
- Ability to assemble, organize and present promotional materials in an effective manner.
- Ability to express ideas in an effective and succinct manner both orally and in writing.
- Ability to develop and maintain effective working relationships with co-workers, media representatives, local officials and the public.
- Ability to consistently organize and prioritize personal time and activities and meet established deadlines and reporting requirements.
- Ability to thoroughly and accurately analyze and interpret data and prepare clear and concise reports.

Physical Requirements

- This is sedentary work requiring the exertion of up to 25 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects;
- Work requires reaching, fingering, grasping, and repetitive motions;
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to other accurately, loudly, or quickly;
- Hearing is required to perceive information at normal spoken work levels, and to receive detailed information through oral communications and/or make fine distinctions in sound;

- Visual acuity is required for color perception, preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities;
- The incumbent is not subject to adverse environmental conditions.

Necessary Special Requirements

Possession of a valid Tennessee Driver's License and the ability to be insured at standard vehicle liability rates.