

City of Boonville Tourism Department - Job Description
JOB TITLE: Tourism Coordinator for the City of Boonville

Part Time: 20-30 hrs. per week

Pay Range: \$12-12.50 an hour

SUMMARY

The Tourism Coordinator for the City of Boonville is responsible for helping execute the operation of the City of Boonville's tourism office, visitors center and museum under the direction of the Tourism Director, the Tourism Commission and the City Administrator. The position is part time, approx. 20 - 30 hours a week, including many weekends (10am – 2pm) to insure the optimal visitors center operation of 7 days a week during peak tourist season of April – October.

The Tourism Coordinator is responsible for aiding in the running of the Visitors Center, help to promote Boonville and Cooper County tourism assets, programs, events, and cultural/ historical/ agricultural tourism resources via the policies and guidelines established by the Boonville Tourism Commission. The Tourism Coordinator will perform administrative duties as required to help run museum, which includes retail sales, setting up and guide tours of the Mitchell Antique Car Museum and occasionally the Old Jail, and will work closely with the Director and the city to facilitate the expansion of tourism in Boonville and Cooper County in order to provide a true return on investment of the City of Boonville's occupancy tax dollars.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assist in the day to day operation of the Visitor Center and River, Rails & Trails Museum.
- Perform other related duties as required and/or directed by the Tourism Director, Tourism Commission and/or City Administrator
- Attend and aid in organization and documentation of monthly tourism meetings.
- Enhance current programs and marketing efforts and help create new programs to maximize potential to attract visitors to Boonville and Cooper County
- Work with tourism-related businesses locally to make sure they have the latest marketing material and are aware of large events that would impact them
- Send in event listings to organizations like Missouri Life, Visit MO, and Visitor Centers
- Aid in the mailing of follow-up responses to all leads and requests for information received and keep an accurate, dated record of all leads and requests for information
- Help promote and market Boonville's tourism, by increasing exposure through social media, help provide requested information to tour groups and receptive operators, travel writers, and editors and the film industry through professional memberships and participation in appropriate sales and trade development programs, travel shows, and conventions.

EDUCATION and EXPERIENCE

- A high school diploma or GED equivalent and a minimum of two (2) years experience working in the travel, tourism and/or hospitality industries, customer service, museum, business management and/or marketing.
- Considerable knowledge of Boonville, Cooper County and the Boonslick Region as well as their tourism assets, history and community organizations
- Knowledge and ability to learn about the local tourism industry and the various components including visitor services, convention and visitor bureaus, state welcome centers and local attractions, lodging, recreation, cultural and historic sites, and annual events
- Computer skills with basic programs such as Microsoft Word, Excel, Facebook and e-mail are a must, more experience would be preferred and helpful.