

Mono County

Date Last Revised: 8/22/22

ECONOMIC DEVELOPMENT COORDINATOR

DEFINITION:

Under general supervision but with significant autonomy, to perform a variety of the most complex, highly specialized functions, statistical, document processing, and technical support work; to serve as primary program support the Economic Development Department and Tourism marketing initiatives and outreach; to provide a variety of information about Economic Development Department services and functions; to perform a variety of advanced technical and office support work; and to do related work as required.

REPORTS TO:

Economic Development Manager and Economic Development Director.

CLASSIFICATIONS SUPERVISED:

May be assigned lead work and work coordination responsibilities for Office Assistants and/or Fiscal & Technical Specialist positions.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES: *(The following is used as a partial description and is not restrictive as to duties required.)*

The incumbent in the Economic Development Coordinator position will plan, organize, coordinate and provide highly specialized administrative and technical marketing support for the Economic Development Department using advanced experience and skill sets in tourism marketing, advertising and planning, website development and administration, CMS and CRM programs, customer database management and communications, project and budget management, data analysis and report/presentation preparation, Microsoft programs, social media channels, and more. Incumbent will be required to develop effective, professional and cooperative liaisons and relationships with stakeholders, tourism commissioners, other local and regional agencies and organizations, and internal county staff and departments. Exceptional front-line customer service and experience are essential as is an in-depth knowledge and understanding of Mono County's tourism assets and economic development challenges and opportunities. Incumbent will provide and review research, assist in the analysis of departmental programs, be responsible for key projects and/or whole aspects of key projects, and assist in preparing the annual marketing plan and budget.

- Website development, maintenance and programming using CMS and CRM;
- Analysis, manipulation and development of database management using CRM, Constant Contact and Microsoft Outlook;
- Research, coordinate and implement diverse marketing and advertising campaigns that extend from traditional to online and the latest in social media channels;
- Analysis, research and management of product and program budgets, as well as maintenance of department budgeting, invoicing, and accounts payable;
- Research, development and implementation of effective social media outlets and other media;
- Analysis of metrics to determine the effectiveness of marketing campaigns and outreach;
- Professional, effective relationship-building with stakeholders, local and regional agencies, Mono County Economic Development, Tourism and Film (EDTF) Commissioners, internal county departments;
- Research, coordinate and assist in staffing tradeshow; some travel will be required;
- Assist in development and implementation of tourism marketing planning and budgeting;
- Coordinate regularly-scheduled and special meetings; plan agendas, take minutes and follow up on action items;
- Assist in planning, implementing and maintaining special marketing programs;

- Prepare presentations and provide updates to the public, stakeholders, media, local agencies, and internally to the Board of Supervisors and other county departments, as necessary;
- Assist in developing outreach and implementing stakeholder training and events;
- Assist in development, implementation and analysis of customer surveys and research;
- Assist with community grant program and administration.

Example of Duties:

1. Implement, develop, maintain and evaluate a variety of complex marketing, financial, statistical, and other specialized data; advanced-to-expert knowledge of office equipment and personal computer using Microsoft Word, Excel, Outlook, PowerPoint, Internet, tourism website administration systems, CRM and CMS programs, Email Marketing sites, and social media sites.
2. Manage and implement key aspects of projects and/or entire programs. Assist with compilation and distribution of reports, daily operations of Economic Development, coordination of meeting preparation, agendas, informational packets, minutes, conducting research, support of staff in assigned project-based work, and maintenance of inventory of supplies.
3. Prepare invoices, reports, agendas and meeting packets; maintain and update tourism website and database systems, plan, coordinate and implement social media outreach and email marketing and stakeholder communications, advertising campaigns, tradeshow organization, and advertising sales.

Advanced Skills and Knowledge of:

- Mono County's tourism assets and economic development/tourism-related opportunities and challenges
- Professional phone/email best practices; exceptional customer service and public relations
- Microsoft Word, Excel, Access, Outlook, Windows Explorer, PowerPoint, Constant Contact, Social Media, Internet, Online ordering
- Website Development, Customer Relationship Management (CRM) and Content Management Systems (CMS)
- Database management, manipulation, development and maintenance
- Advertising and marketing in tourism industry
- Project management organization
- Operation of office equipment and organization
- Excellent oral and written communication and how to compose concise, clear correspondence and reports with correct English usage, spelling, grammar, punctuation
- Financial proficiency in budget preparation and management
- Problem-solving and decision-making strategies

Demonstrate the Ability to:

- Take direction but be self-motivated on assigned tasks and projects; anticipate departmental needs
- Maintain, evaluate and analyze a variety of complex statistical and other specialized records, post and update information to keep records current and files organized.
- Analyze, maintain and assist in development to improve effectiveness of tourism website, customer account management system, and visitor database and outreach.
- Research, gather, organize and evaluate statistics, data and information; organize filing & archiving of documents.
- Participate in evaluating and developing key segments of the overall departmental plan and budget
- Read, interpret, and apply rules, regulations, and policies related to functions and services of the department.
- Advise supervisor of issues and offer solutions to ensure excellent customer service and efficient operations.
- Multi-task and work well under pressure while maintaining focus and attention to detail
- Verbally express ideas, concepts and directions clearly and concisely; professional phone and reception etiquette.

- Express written thoughts logically and professionally with correct spelling/grammar; use best practices and professional communication through email, letters, and Social Media channels.
- Distribute brochures and promotional materials throughout county.
- Support manager in the preparation of documents, reports, presentations and follow-up on timelines and deliverables.
- Attend meetings, take meeting minutes, prepare agendas, and follow-up on action items.
- Prepare oral presentations for stakeholders, visitors, media, other agencies and internally with the Board.
- Develop effective, professional and cooperative liaisons and relationships with stakeholders, tourism commissioners, other local and regional agencies and organizations, and internal county staff and departments.
- Assist in organizing and hosting seminars and workshops for stakeholders.
- Organize, update and maintain accurate records and information in computerized systems and databases.

TYPICAL PHYSICAL REQUIREMENTS: Sitting for extended periods of time, frequently standing, walking, kneeling, crouching and lifting. Normal manual dexterity and eye-hand coordination; lift and move objects weighing up to 50 lbs. (This position requires staffing tradeshow events will require loading and unloading bulky items such as displays and boxes of brochures (25-45lbs.)). Distributing brochures throughout the county will be required. Tradeshow events will also require standing for several hours per shift); corrected hearing and vision to normal range; verbal communication; use of office equipment, including computer, telephone, calculator, copiers, and FAX.

TYPICAL WORKING CONDITIONS: Work is normally performed in an office environment; continuous contact with other staff.

Minimum Qualifications: Any combination of training and experience which will provide the required depth of knowledge and abilities is qualifying. Preference will be given to candidates with extensive and advanced experience in website development database management and outreach, CRM/CMS systems, and marketing and advertising in the tourism and/or economic development industry. The ideal candidate will possess advanced knowledge and competence with Microsoft-based programs and be highly organized with excellent customer service ethic and strong written and oral communication skills.

Special Requirements: Valid Driver's license. Some travel will be required.

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