

**Title: Atoka Tourism/Community Development Coordinator**

Dept: Atoka City Industrial Development Authority (ACIDA)

Reports to: City Manager

Classification: Exempt

Employment Status: Full-time up to 40 hours per week

**This description intends to provide a representative summary of the major duties and responsibilities performed by the individual(s) in this position. Employee(s) may not be required to perform all duties in this description and may be required to perform position-related tasks other than those specifically listed in this description.**

**General Description:**

Under the direction of the City Manager, this position will have a primary goal of increasing tourism to Atoka. Promoting and scheduling the Greenspace Downtown, planning and executing events in the Greenspace. Being the on-site promoter/ community development coordinator; this position must be able to work with other groups on events in Atoka. Relying on experience and judgment to plan and accomplish goals and a wide degree of creativity and latitude is expected. Must be a self-starter and will be required to sign a non-disclosure agreement due to exposure to sensitive ACIDA information. Managing the Greenspace Downtown includes leasing the space, maintaining the calendar of events, and organizing, planning, and executing events in the Greenspace and downtown. This position requires a strong working relationship with the Chamber of Commerce, as well as, all local businesses to promote city-wide growth. This position reports directly to the City Manager. Some travel, multiple evenings and weekends are required.

**Primary Job Related Duties & Functions:**

- Consult with tourism officials at the state level to elevate Tourism awareness for Atoka.
- Enthusiastically and consistently promote tourism and downtown development through various public relations and marketing initiatives and community and regional events.
- Create, coordinate, and manage promotional events that increase tourism, enhance development and promote community involvement.
- Promote citizen involvement and ownership of development through educational activities and volunteerism.
- Develop and manage an advertising and marketing plan for tourism and community development.
- Prepare and distribute a yearly "Calendar of Events" to the media and interested visitors.
- Perform public speaking.
- Serve as the spokesperson for the Tourism office and community events.
- Compile required reports to be submitted to the ACIDA Board.
- Supervise the day-to-day activities in the Tourism/Community Development office.
- Maintain business hours which are flexible during events and an office schedule, which would, within reason, make him/her accessible to the ACIDA Director, the general public, and other business contacts. It is understood, however, that the Tourism/Community Development Coordinator's duties and responsibilities will often require him/her to perform duties on

weekends, holidays, and evenings. If the Director is to be away from the office for any period of time, it is expected that he/she will inform other employees of where he/she may be reached in the event of an emergency or when he/she should be expected to return. This position qualifies for Comp-Time, and the director should strive to keep it at a minimum with flexible office hours.

- Actively participate and network with regional and area tourism commissions and boards in coordinating efforts and events.
- Required knowledge, Skills and Abilities:
  - The position requires creativity, innovation, self-motivation, and organization.
  - Skill in use of computer systems and all Microsoft applications (especially Word, Excel and Publisher)
  - Practical experience in organizing and managing events, including marketing, recruitment, retention, planning, design, budgeting, etc.
  - Strong verbal and written communication skills that ensure the ability to communicate with anyone, regardless of their position.
  - Ability to make effective presentations at public speaking events, and media interviews.
  - Creative writing skills for content on promotional materials, newsletters, press releases and other online presence sources.
  - Ability to communicate well with individuals and groups in face to face or telephone settings.
  - Knowledge of effective marketing, public relations and social media strategies.
  - Social Media and Website knowledge
  - Ability to establish and maintain cooperative working relationships with City/Council officials, employees, business owners, residents, boards, commissions, the general public, and other related entities that directly impact tourism in Atoka.

#### **Environmental Factors and Conditions/Physical Requirements:**

- The work environment consists of exposure to physical conditions typical of a normal office environment and outdoors events. Most of the job is performed while walking and/or the lifting and carrying of small objects, and sitting in an office environment.
- Some tasks involve some physical effort, i.e., some standing and walking, or frequent light lifting (5-10 pounds); or minimal dexterity in the use of fingers, limbs, or body in the operation of office equipment; may involve extended periods at a keyboard or work station. Some tasks involve frequent walking, standing; some lifting and carrying of moderate weight (50 pounds), and/or the operation of vehicles, office equipment in which manipulative skills and hand-eye coordination are important ingredients of safe and/or productive operations.