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## JOB DESCRIPTION

### Tourism Coordinator FULL-TIME REGULAR

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**Title:** Tourism Coordinator

**GRADE:**

**Department:** Belen Parks & Recreation Department

**FLSA:** Non-Exempt

**Supervision Received:** Parks & Recreation Director

**BARGAINING:** Non-Bargaining

**Supervision Exercised:** None

**Revised:** 7/2021

#### GENERAL PURPOSE:

Performs a wide variety of entry level and general administrative duties as needed to coordinate the day-to-day operation of tourism, marketing and event programs.

#### ESSENTIAL DUTIES:

- Follows personnel policies and procedures as set forth by the City of Belen;
- Perform reception duties in an efficient, professional and courteous manner;
- Answer visitor and member questions in a positive and welcoming manner;
- Answer any email messages in a prompt and professional manner;
- Performs a variety of parks and recreational, clerical and maintenance duties to maintain the parks and Community Center;
- Orders janitorial supplies;
- Supervises children consumers, support personnel, or other part-time or temporary staff as assigned;
- Recommends department improvements;
- Collects payments and keeps monetary records for the department;
- Coordinates Special Event Applications requests;
- Assists with training, coordination and documentation for fellow employees (parks maintenance and building maintenance);
- Provides input to department budgetary planning;
- Assists with obtaining quotes for parks and building maintenance divisions;
- Monitors safety regulation adherence in the center;
- Accepts and documents public complaints as well as provide quality customer services;
- Assist with City functions;
- Assists with marketing and advertisement of the recreation and events (Miracle on Main, St. Patrick's Balloon Rally, All American Celebration, Sports Leagues, Summer Recreation, Weight Room);
- Assists with running the Parks and Recreation social media;
- Research new tourism options to best promote the tourism industry, services and opportunities throughout the City of Belen;
- Draft a yearly tourism marketing plan and budget and measure marketing success;
- Design and implement tourism marketing programs and efforts;
- Create and implement fundraising campaigns;

- Handle all aspects of the Organizations social media and web marketing tactics for Explore Belen website and Mobile App.
- Scheduled for on call on off-hours;
- Provides security services for City functions;
- Monitor public emergency medical needs and makes appropriate calls for care;
- Responsible for opening and locking the facility;
- Available and flexible hours, days and holidays;
- Other duties as assigned.

### **NON-ESSENTIAL DUTIES:**

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

### **QUALIFICATIONS:**

- High school diploma or equivalent GED;
- One (1) year of experience relating to recreation or community involvement activity or the combination of education and experience;
- A valid New Mexico's driver's license required;
- Able to work flexible hours, days and holidays;
- Good oral and written communication skills;
- Attention to maintenance detail a must;
- Ability to establish and maintain working relationships with co-workers, supervisors, other City personnel and the public;
- Ability to work independently and to complete daily activities according to work schedule with minimal supervision;
- Must pass drug and alcohol test; and random testing thereafter.

### **EQUIPMENT USED:**

Knowledge to include use of common office equipment such as typewriter, copier, fax, calculator, phone or pager, two-way radio, exercise equipment, ladders, manual and power work tools (screwdrivers, wrenches, and pliers, torch kit hammer, etc.), recreational equipment and maintenance equipment.

### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is sometimes required to read, write, walk, sit, talk, and hear. The employee is frequently required to use hands or fingers to handle, feel, or operate equipment and reach with hands and arms. The employee is required to push, pull, stoop, bend or kneel. Often needs to climb up to a 12-foot ladder.

The employee must occasionally lift up to sixty (50) pounds and move up to 50 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee works both inside and outside weather conditions and is exposed to all types of weather conditions including wet and/or humid conditions.

The noise level in the work environment varies dependent on activities scheduled; it may be extremely quiet to extremely noisy.

**DISCLAIMER: The above information is intended to describe the general nature of this position and is not to be considered a complete statement of duties, responsibilities, requirements or knowledge, skills and abilities.**

The City of Belen is an Equal Employment Opportunity and a Drug Free Workplace Employer.