SPECIAL EVENTS COORDINATOR

DEFINITION
This is work involving the dissemination of information and the coordinating of activities and special events to promote tourism.

An employee in this class is responsible for greeting visitors, planning activities and taking part in special events to promote tourism awareness. Work is performed independently under the general direction of the department/agency head who reviews work through evaluation of reports and effectiveness of events.

DUTIES (NOT ALL INCLUSIVE)
Plans small to large scale tourism related events.

Prepares inventory of tourism activities and programs to be conducted during major parts of the tourism season.

Meets and greets tourists while at Visitors’ Welcome Center.

Assists tourists in planning daily activities.

Provides tourists and visitors with historical information and other facts while in port.

Works with the Assistant Commissioner in coordinating special events.

Coordinates territorial activities and programs geared towards the promotion of tourism awareness.

Coordinates special events in celebration of specific holidays as a part of national tourism awareness and in commemoration of the individual for whom the day is celebrated.

Performs any other duties as assigned.

FACTOR 1 - KNOWLEDGE REQUIRED BY THE POSITION
Knowledge of the community, its resources and functions.

Knowledge of Virgin Islands history; its historic sites, places of interest and attractions.

Knowledge of when and where the various Virgin Islands celebrations and festivals are held.
Ability to exercise sound judgment in planning and executing special events and programs.

Ability to speak and write clearly and concisely.

Ability to effectively articulate instruction.

**FACTOR 2 - SUPERVISORY CONTROLS**
Work is assigned by the Commissioner and/or Assistant Commissioner. The employee is allowed to carry out assignments independently. Difficult assignments are reviewed and consultations are made with Commissioner and/or Assistant Commissioner for approval for final action.

**FACTOR 3 - GUIDELINES**
Guidelines used consist of departmental rules and regulations, local laws and regulations relative to tourism activities.

**FACTOR 4 - COMPLEXITY**
The employee in this position performs planning and coordinating of the various special events, which requires using sound judgment in deciding the activities to be conducted.

The employee must consider the size of the event, the availability of resources and time the event will take place.

**FACTOR 5 - SCOPE AND EFFECT**
The department/agency has the responsibility for promoting special events which highlights local culture and celebration. The employee plans the events based on directives from the Commissioner and/or Assistant Commissioner.

**FACTOR 6 - PERSONAL CONTACTS**
Contacts are made in writing, telephone, person-to-person and in-group meetings. Contacts are made to various community groups, tourism groups, travel groups and individual travelers.
FACTOR 7 - PURPOSE OF CONTACTS
Contacts are made to coordinate resources and specific activities, to enlist participation, to coordinate the movement of resources, and to direct specific performances.

FACTOR 8 - PHYSICAL DEMANDS
Work requires some walking and standing. Employee should be agile since this work requires moving from place to place, greeting and meeting various groups of people.

FACTOR 9 - WORK ENVIRONMENT
Work is performed in an office setting; however, at various times employee is out of the confines of the office setting to meet and greet various people.

MINIMUM QUALIFICATIONS
A Bachelors degree in business administration, communication, or marketing.

OR

An Associates degree in any of the above fields, plus two (2) years work experience in marketing, communication or tourism travel related work.

OR

High School Diploma or General Equivalency Diploma (GED) plus four (4) years work experience in the above related field.