

Office of State Budget and Management
Establish New, Receipt-Supported Positions
(G.S. 143-34.1)

Agency: Commerce Division: Tourism, Film & Sports Development

Budget Code: 14600 Center Title: Tourism Center Number: 1551
24600 Workforce 2181

*** Position Information ***

Proposed Classification: Tourism Information Specialist Proposed Salary Grade: 70

Salary Range: 36,077 - 50,000 Proposed Effective Date: 1/1/07

Number of Positions: 1

	<u>Center Authorized Budget</u>	<u>Current Request</u>
Total Budget	\$	\$
Receipts		<u>50,000</u>
Appropriation	\$	\$

Funding Source(s): Golden Leaf Foundation

Justification for Position (including description of duties and responsibilities):

I am requesting prior approval for this position in anticipation of a grant award from GoldenLEAF. The award announcements take place in November, and the project (if awarded) would begin Jan. 1, 2007. Therefore, I need the position created in advance so that we are not without the employee for the first year of the project. Establishment of this position is contingent upon receipt of the grant award. This position would be critical in satisfying the grant requirements, if the grant is awarded. Please see attached position description.

Statutory Reference for Request

Shannon Hobby
Presentation to be made by

CFO
Title

Denise A. Seecombe
for Agency Head Signature

David M. Cuy
State Budget Officer Signature

Contingent upon
receipt of
grant award
from Golden Leaf Foundation
in \$50,000.

OK
Shannon Hobby
9/8/06

P6/70

TOURIST INFORMATION SPECIALIST

DESCRIPTION OF WORK

This is specialized public relations work involving the promotion of the tourist industry in the state. Employees work in one of four specific areas; publication editing, design, and coordination; feature reporting and writing; outdoor tourism; or special project coordination. Work involves planning and coordinating activities of the assigned area with specialized writers and promoters, travel agencies, civic groups, staff members, and the general public. General supervision is received from the director of the division and work is evaluated through analysis of program success, continued progress of the tourist industry, and the establishment of effective working relationships with clientele.

EXAMPLES OF DUTIES PERFORMED

Writes, designs, and coordinates specialized publications on North Carolina such as camping, fishing, boating, hunting, mountain attractions, gems, and horses.
Consults with editors, writers, promoters, travel agents, and resort operators on tourism facilities; escorts them to sites and furnishes with technical assistance.
Coordinates activities of the division with Chambers of Commerce, travel associations, and other organized tourist groups.
Contacts radio and television stations on ways of promoting the state through spot announcements and short featurettes; appears on feature slots in the public media.
Makes special preparations for conferences, tournaments, conventions, and similar groups through displays, tour arrangements, and speeches.
Coordinates the tourism efforts of the division in planning and making the detail arrangements for travel shows in Canada, Chicago, Cleveland, and other major cities.
Contacts newspapers and magazines and writes feature articles and news releases for publication.
Serves as expert sources for the general public on general tourism information; answers correspondence and phone inquiries which require special handling.
Performs related duties as required.

RECRUITMENT STANDARDSKnowledges, Skills, and Abilities

Thorough knowledge of the principles and practices of promotional work including media, printing, or journalism technology.

Considerable knowledge of the techniques for dissemination of information to the public through a variety of media.

Considerable knowledge of the state as a tourist attraction.

Ability to establish and maintain effective working relationships with promotional agencies, tourist associations, civic groups, and the general public.

Ability to prepare and present information in correct written or oral form.

Ability to plan, manage, and coordinate tourism activities.

Minimum Education and Experience

Graduation from a four-year college or university and three years experience in public relations, communications, or publicity work; OR graduation from high school and six years experience in public relations, communications, or publicity work; OR an equivalent combination of training and experience.

PREPARED BY
NORTH CAROLINA STATE PERSONNEL DIVISION

June 1972