

**SNOHOMISH COUNTY JOB DESCRIPTION**  
**TOURISM REGIONAL PROJECTS COORDINATOR**

Spec No. 2394

**BASIC FUNCTION**

To support the implementation of the Snohomish County Strategic Tourism Plan (STP) and assist with the Destination Product Development tasks related to regional tourism planning, projects, programs and activities.

**STATEMENT OF ESSENTIAL JOB DUTIES**

1. Coordinates and provides support for destination product development projects and activities with committees and key partners, including Snohomish County vendors; public agencies; area attractions; local communities; visitor related businesses; recreation and conservation organizations and other County departmental staff.
2. Researches and identifies internal and external key partners to develop and maintain relationships for project alignment; creates programming goals to support long and short term STP objectives.
3. Serves as a liaison with diverse community groups for outreach and relationship development related to tourism. Tracks regional program deadlines to ensure project milestones are met.
4. Works with the Tourism Administration Supervisor to establish regional tourism plans; serves on local tourism committees; coordinates projects that foster economic and sustainable tourism destination development.
5. Makes presentations at public meetings and to various organizations, service clubs and other groups to explain projects and programs.
6. Coordinates event production tasks for regional meetings, training, workshops or conference calls; arranges facility, manages agenda, outreach for registration and provides ongoing communication.
7. Develops, compiles and maintains project information including reports on budgets, contract deliverables, data, and research, meeting notes, presentations, schedules, media releases, distribution lists and communications.
8. Researches, prepares and monitors requests for proposals/qualifications (RPF/Q), and professional service contracts for project execution.

**STATEMENT OF OTHER JOB DUTIES**

9. Performs grant project research and assists with grant review and writing as needed.
10. Performs related duties as required.

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**MINIMUM QUALIFICATIONS**

Associate's degree in project management, office administration, communications, marketing or closely related field; AND three (3) years of experience in tourism communications, economic development, public relations, marketing; OR, any equivalent combination of education and experience which provides the required knowledge, skills and abilities. Must pass job related tests.

**PREFERRED QUALIFICATIONS**

Previous experience working for a public agency.  
Experience with website and graphic technologies  
Knowledge of media practices and alternative methods for informing the public, including online and social media

**SPECIAL REQUIREMENTS**

A valid Washington State driver's license is required for employment.

**KNOWLEDGE AND ABILITIES**

Knowledge of:

- contract development and compliance
- governmental structures, operations, policies and procedures
- grant writing and research
- public engagement techniques and methodologies
- marketing and communication techniques
- online data analytics, interpretation and reporting metrics
- sustainable tourism development practices and methodologies
- outdoor recreation economy and rural economic development
- preparation of requests for proposals/qualifications and professional services agreements

Ability to:

- develop, design and deliver professional public presentations to large and small audiences
- gather, analyze, synthesize and evaluate complex project information
- provide project management oversight including budget preparation and record keeping
- facilitate planning workshops, public meetings, focus groups and roundtables
- coordinate and plan events
- utilize a variety of writing techniques for multiple audiences
- develop, implement and monitor action plans with defined scopes of work and timelines

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- exceptional organizational and time-management skills
- function in a fast-paced environment with competing priorities, projects and deadlines
- speak persuasively and work professionally with a wide variety of internal and external stakeholders with competing and conflicting priorities with cultural sensitivity
- allocate and make effective use of available resources
- use Microsoft Office suite, including Word, Excel, Outlook and PowerPoint as well as other common business software applications

**SUPERVISION**

The employee reports to the Tourism administrative supervisor. The work is highly collaborative and performed with a high degree of independence. Progress is reviewed through team and one-on-one meetings, periodic status reports and results obtained.

**WORKING CONDITIONS**

Much of the work is performed in an office environment with frequent trips to various locations throughout the county for the purpose of attending and holding meetings and conducting site visits and workshops.

Snohomish County is an Equal Employment Opportunity (EEO) employer.  
Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: September 2017  
Revised: January 2019, September 2021  
EEO Category: 5 - Paraprofessional  
Pay Grade: 237 – Classified Pay Plan  
Workers Comp: 5306 – Non-Hazardous  
FLSA Status: Non-Exempt