

**SNOHOMISH COUNTY JOB DESCRIPTION**  
**TOURISM SUSTAINABLE DEVELOPMENT SPECIALIST**

Spec No. 2396

**BASIC FUNCTION**

To lead and manage the implementation of the product development effort as part of the Snohomish County Strategic Tourism Plan (STP). Manage ongoing tourism programs and responsible to lead development initiatives for target markets and develop new and existing tourism experiences at the local and regional level in the community.

**STATEMENT OF ESSENTIAL JOB DUTIES**

1. Acts as Destination Development project and program manager for a variety of tourism product development efforts.
2. Leads the product development team and other departmental staff as well as industry partners and vendors to ensure coordination efforts are aligned. Works closely with Snohomish County Tourism Bureau (SCTB).
3. Collaborates with SCTB and area leaders to provide strategic directions to the SCTB and to achieve County Tourism development objectives. This includes assessing opportunities and challenges in the region, provides creative solutions to evolve current programming, implements solutions and processes through tourism programs, and manages ongoing maintenance of the programs.
4. Plans, develops and works collaboratively on projects to involve tourism and non-tourism organizations to leverage community engagement to grow sustainable tourism product development and capacity at local and regional levels; develop strategic partnerships for sustainable product development
5. Works in coordination with the various regions of Snohomish County, this position advocates for local and regional perspectives, and connects partners for sustainable tourism development initiatives that preserve Snohomish County's sense of place.
6. Serves as a liaison to internal departments and assists other tourism team program members with tasks to aid in achieving objectives.
7. Identifies opportunities and/or need for research, including economic impacts, usage, user trends and demographics for Strategic Tourism Plan focus areas. Manages studies, contractors, content questions, outreach and reporting.
8. Writes proposals, grant and sponsorship solicitations to augment department funding for projects.

**SNOHOMISH COUNTY JOB DESCRIPTION**  
**TOURISM SUSTAINABLE DEVELOPMENT SPECIALIST**

Spec No. 2396

**STATEMENT OF ESSENTIAL JOB DUTIES (Continued)**

9. Facilitates and leads planning and collaboration efforts between regional assets, key partners and attractions to improve visitor experiences and increase length of stays in Snohomish County.
10. Represents the County tourism effort at meetings, industry functions and before the public; presents at public meetings and to various organizations, service clubs, and other groups to explain projects and programs; works to engage the public and key partner groups on implementation of the STP.
11. Creates Requests for Proposals/Qualifications, professional service contracts and project execution, tracking deliverables, budgets, and timelines.
12. Works with recreation and conservation organizations, public land management agencies, SCTB, federally recognized tribes and other departments on sustainable tourism initiatives and development strategies and to reduce user conflicts. Work closely with marketing and sales teams to further integrate sustainable travel opportunities into marketing and sales strategies.
13. Evolves Snohomish County tourism sustainable travel programming to further increase the industry's adoption of sustainable business practices and investment in sustainable destination development.

**STATEMENT OF OTHER JOB DUTIES**

14. Performs related duties as required.

**MINIMUM QUALIFICATIONS**

A Bachelor's Degree in the field of tourism, urban planning, economic/community development, and or closely related field; AND three (3) years prior professional experience preferably in facilitating community meetings, strategic planning and project management; OR, any equivalent combination of education and experience which provides the required knowledge, skills and abilities. Must pass job related tests.

**SPECIAL REQUIREMENTS**

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

**SNOHOMISH COUNTY JOB DESCRIPTION**  
**TOURISM SUSTAINABLE DEVELOPMENT SPECIALIST**

Spec No. 2396

**KNOWLEDGE AND ABILITIES**

Knowledge of:

- implementing tourism and destination strategies
- governmental structures, operations, policies and procedures
- public engagement techniques and methodologies
- sustainable tourism development practices and methodologies
- developing, implementing and monitoring diverse programs with multiple key partners
- project management oversight including budget and record keeping techniques
- leading implementation of approved plans and coordinate high-level, complex projects and activities
- effective verbal and written communication skills
- media practices and alternative methods for informing the public, including online and social media applications
- organizational and time-management skills

**Ability to:**

- work with community leaders and tourism-related businesses to develop Snohomish County's tourism product
- develop and implement collaborative work and action plans with defined scopes of work with timelines and deliverables
- develop, design and deliver professional public presentations to large and small audiences
- employ a variety of writing techniques
- analyze data, draw conclusions and make appropriate recommendations
- cultivate positive relationships and a positive image of Snohomish County tourism development with these partners during the process
- assimilate new technologies and ideas, manage learning and change, and participate in a high performance, team-based organization
- respond to community and industry expectations and requirements
- ensure internal and external key partners are aligned
- work independently and manage multiple projects and priorities
- use Microsoft Office suite, including Word, Excel, Outlook and PowerPoint as well as other common business software applications, including Adobe Acrobat
- prepare a variety of correspondence, reports, and other written materials and documents

**SNOHOMISH COUNTY JOB DESCRIPTION**  
**TOURISM SUSTAINABLE DEVELOPMENT SPECIALIST**

Spec No. 2396

**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**

Majority 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: November 2017  
EEO Category: 2 – Professional  
Pay Grade: 239 – Classified Pay Plan  
Workers Comp: 5306 – Non-Hazardous