



Job Title: Visitor Services Specialist	Hourly: \$
Department: Visitor Services	FLSA Status: Non-Exempt
Effective Date: Jul 3, 2025	S
Revision Date:	

### **General Purpose**

Performs a variety of general and advanced administrative and clerical duties as well as assists the Visitor Services Manager with marketing of San Juan County's visitor-facing, 'Utah's Canyon Country' brand.

### **Supervision:**

Works under the supervision of the Visitor Services Manager

### **Example of Duties:**

#### **Administrative Duties:**

1. Answers all office telephone lines and records and relays messages to others in the department.
2. Checks, collects, and sorts department PO Box and interoffice mail.
3. Assists in answering mail, telephone, and e-mail visitor information requests.
4. Orders and keeps inventory of office supplies and promotional materials.
5. Ensures accounts payable/receivable invoices and purchase orders are properly coded and processed.
6. Processes all leads (brochure requests) from various sources such as; Go-utah.com, SUN Parks, Grand Circle, Utah's Canyon Country website, etc.
7. Assists with updating and managing visitor-facing website, ([www.utahscanyoncountry.com](http://www.utahscanyoncountry.com)) and keeps calendar of events & business listings updated and current. Also updates department page on county website, and all current websites pertaining to Visitor Services department, county events, visitor information, etc.
8. Records minutes for quarterly Tourism Tax Advisory Board (TTAB) and additional department meetings. Ensures minutes are available as a resource, organized on shared department drive, and posted to the UPMN and San Juan County website after approval.
9. Delivers and/or arranges for delivery of brochures to visitor centers and businesses.

10. Coordinates with printing companies for ordering/printing of travel guides, maps, and other promotional materials.
11. Assists in coordinating Familiarization (FAM) Tours to San Juan County with UOT, privately organized media, and influencers. This includes but is not limited to booking reservations and arranging tour schedule.
12. Maintains office budget report sheet, reviews the budget entries monthly to ensure meeting budget objectives. Meets with Manager to review department's quarterly budget performance.
13. Maintains and updates monthly Transient Room Tax & Restaurant Tax tracking spreadsheets.
14. Responsible for organizing and maintaining department storage areas in Admin. building and storage container (Located at Road dept.) where travel guides and other department materials and supplies are stored.
15. Performs other similar and related duties as requested.

#### **Tourism Marketing Duties:**

16. Assists Manager in working with contracted marketing agency on ads, newsletters, itineraries, travel guides, maps, etc. Provides needed assets and offers input on layout, copy, design, etc.
17. Maintains and ensures that all office media and promotional materials adhere to the brand and mission of San Juan County Visitor Services and Utah's Canyon Country.
18. Assists with proofreading of newsletters, web copy, ads, and other marketing materials produced by department and contracted marketing agency to ensure that everything is accurate, on-brand, and follows the preferred terminology for Utah's Canyon Country.
19. Coordinates with contracted web designer on updates to the design and layout of visitor-facing website.
20. Assists with compiling and submitting assets for domestic and international marketing related opt-ins and advertising including assisting with; writing copy, proofreading, acquiring, compiling, and resizing photos to specific requested sizes, and correspondence with the managing marketing media agencies.
21. Secures necessary permits from local land management agencies (BLM, USFS, NPS, Utah State Parks) for promotional photo and video shoots in San Juan County.
22. Assists with visitor-facing social media accounts, (Facebook, Instagram, Pinterest, etc.) including, but not limited to assisting with content calendar, creating & scheduling posts, finding new images for posts, etc.
23. Performs other similar and related duties as requested.

#### **MINIMUM QUALIFICATIONS**

- Must be at least 18 years of age.
- High school diploma or equivalent.

- Must be detail oriented and capable of planning complex itineraries.
- Ability to follow written and verbal instructions; ability to communicate effectively verbally and in writing.
- Ability to establish and maintain effective working relationships with fellow employees, other inter-departmental and inter-agency employees, fellow board members, the business community and the general public.
- Maintain professional appearance as is appropriate for certain formal functions in accordance with county policy.

### **PHYSICAL DEMANDS**

- Typically sit at a desk or table; Regularly walk, stand, or stoop; Occasionally lift, carry, push, pull or otherwise move objects weighing up to 50 pounds; Regularly drives a motor vehicle; Work for sustained periods of time maintaining concentrated attention to detail.
- Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

### **WORKING CONDITIONS**

- Work will be done in a typical office setting located in the San Juan County Courthouse. Occasional travel, and exposure to outside weather conditions.

### **LICENSING AND CERTIFICATION**

- Incumbent must possess a valid State of Utah driver's license.

This description lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

### **EQUAL OPPORTUNITY EMPLOYER**

It is the policy of San Juan County Government to provide and promote equal opportunity employment, compensation and other terms and conditions of employment without discrimination because of race, color, sex, religion, national origin, age or disability. The County provides reasonable accommodations to the known disabilities of applicants in compliance with the Americans with Disabilities Act.

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the employee(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I \_\_\_\_\_ have reviewed the above Job

Description. Date: \_\_\_\_\_