



Office of Economic Development & International Trade

Job Title: Administrative/Communications Coordinator
Location: Colorado Tourism Office, Denver
Reports to: Manager of Industry Partnerships/Communications Manager
Salary: \$38,000 - \$42,000

The mission of the Colorado Tourism Office (CTO) is to drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state. The CTO promotes Colorado to travelers through domestic and international marketing, public relations, social media, the Official State Vacation Guide and colorado.com and provides traveler services at Colorado Welcome Centers. The CTO collaborates with destination marketing organizations, local communities, industry associations, government agencies and private businesses both to market Colorado to travelers and support development of new travel opportunities. The CTO is focused on a vision to position Colorado as the premier U.S. destination for active, outdoor and unique experiences that make you feel truly alive. The FY18 budget is \$19.8 million.

POSITION:

The CTO seeks a hardworking, motivated individual with an interest in gaining hands-on experience in the world of tourism and public relations. Responsibilities include providing administrative support for the CTO director, the Colorado Tourism Board, the CTO public relations team and office-wide initiatives.

KEY DUTIES AND RESPONSIBILITIES:

Under supervision of Manager of Industry Partnerships:

Administrative - CTO and Director

- Assists the CTO Director through coordination of meetings, speaking commitments, conference attendance and travel arrangements.
- Coordinates response to general inquires and assists director and program managers in sharing correspondence with tourism industry stakeholders.
- Under supervision of CTO Director and program managers, develops and fields surveys.
- Assists Manager of Industry Partnerships with industry outreach and other duties.
- Other duties as requested/required by CTO Director.

Administrative - Colorado Tourism Board

- Coordinates logistics for meetings of the Colorado Tourism Board, including scheduling meetings, both on- and off-site; compiles, prepares and distributes board materials, keeps minutes; and posts meetings in compliance with state requirements.
- Coordinates preparation of annual board books.
- Coordinates board travel and other reimbursements.

- Develops and coordinates an annual budget for the Colorado Tourism Board, providing regular reporting to the Manager of Industry Partnerships and Fiscal and Operations Manager.
- Assists board members with inquiries.
- Coordinates board orientation materials and schedules orientation sessions, as needed.
- Coordinates logistics for board retreats, as needed.
- Coordinates recognition for board member service, as needed.
- Keeps current lists of CTO committee members and committee charters.
- Other duties as requested/required by the CTO Director.

Under supervision of Communications Manager:

Public Relations Support

- Monitor, track, and report media coverage using contacted reporting systems.
- Prepare monthly social media reports using Simply Measured.
- Craft monthly PR & Social Media Newsletter.
- Assist with development of monthly Colorado Connection.
- Implement select PR plan initiatives.
- Prepare meeting agendas and presentations, attend key meetings.
- Assist with planning quarterly media receptions and media events.
- Participate in development of strategic and impactful story angles, initiatives and activities.
- Develop and maintain targeted media lists.
- Assist with media pitching.
- Research assignments.
- Plan media tours and local market visits, including coordination of media travel arrangements, as needed
- Assist in coordinating visiting media itineraries, as needed
- Other tasks to support CTO PR efforts, as needed

COMPETENCIES:

- **Strategic Planning** - Makes decisions and deploys resources in alignment with the office's strategic priorities.
- **Negotiation & Issue Resolution** - Openly manages conflict and disagreement through collaborative discussion to reach positive conclusions; arrives at constructive solutions while maintaining positive working relationships; seeks win-win situations; diplomatically explores common and opposing options to reach mutually acceptable positive solutions.
- **Communication** - Is understood and understands others; clearly articulates key points when writing and speaking; actively listens; effectively interprets non-verbal communication and truly hears what a wide variety of people are trying to say; accurately assesses personal styles and adjusts own style of communication to optimize personal effectiveness.
- **Results Driven** - Drives for successful results; makes things happen and conveys sense of urgency; sets aggressive goals and works hard to achieve these goals; move tasks and



assignments toward closure; invests considerable effort to assure goals are met in a high-quality manner.

REQUIRED KNOWLEDGE, SKILLS & ABILITIES:

- A commitment to serving the State of Colorado
- Strong writing and editing skills, with strong attention to detail
- Excellent interpersonal and communication skills
- The ability to work independently in a deadline-driven environment
- The ability to anticipate team needs and proactively assist
- Strong project management skills and the ability to juggle multiple tasks at one time
- A proven understanding of social media platforms such as Facebook, Twitter and Instagram
- Tourism and hospitality experience preferred
- BA or BS in public relations, journalism, communications or related fields

JOB APPLICATION PROCESS:

Applicants should submit a cover letter, resume, and references *in one document* to The Office of Economic Development and International Trade by e-mail at oedit.info@state.co.us with the subject line “CTO Administrative/Communications Coordinator” by December 22, 2017. Due to the large volume of resumes we receive, we do not acknowledge receipt of each resume and are unable to give status updates. If a strong match is found between your qualifications and the requirements of the position, a member of the recruiting staff will contact you to further discuss the career opportunity.