

DEPARTMENT: Economic Development
CLASSIFICATION: Competitive
APPROVED: 7/28/86 - Revised 9/8/86

FLSA Status: Exempt/Administrative 1/4/2010

SPORT FISHING PROMOTION COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for planning and coordinating a public information and advertising program to promote the Niagara County Fishing Derby. The position requires a great deal of public contact with volunteers, service groups and other governmental jurisdictions. The work is performed under general direction of the Tourism Director or assigned employees.

TYPICAL WORK ACTIVITIES:

1. Attends various trade shows and programs throughout the Northeastern United States to promote the Niagara County fishing.
2. Develops a fishery promotion program to attract people to Niagara County fishing and participation in the County Fishing Derby.
3. Prepares material such as video tapes, press releases, maps, charts, television spots, photographs and other media data promoting Niagara County fishing.
4. Identifies and makes application for Federal, State, local and other funding sources for the promotion of Niagara County fishing and projects i.e. breakwalls, marinas, land acquisition etc. related thereto.
5. Coordinates the County fishing development program with State, Federal governments and local groups and individuals.
6. Administers and coordinates the Niagara County Fishing Derby, the Lawrence Derby and other fishing derbies in Niagara County.
7. Administers grant and loan programs related to Niagara County fishing.
8. Prepares and administers assigned budget.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the practices and techniques of promotion, advertising and public relations; good knowledge of history and physical attractions of Niagara County; working knowledge of layout and design of materials to be used for advertising purposes; working knowledge of editorial techniques and practices; working knowledge of methods and procedures of producing and distributing printed public relations and informational materials; working knowledge of writing informational news releases and related publicity materials; ability to prepare written promotional materials for newspapers, periodicals and news releases; ability to organize and direct volunteer groups; ability to prepare and present audio-visual media presentations to live audiences; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of a New York State equivalency diploma;

AND: 1. Graduation from a regionally accredited New York State registered college or university with a Bachelor's Degree in Art, History, English, Public Relations, Public Information, Journalism or a comparable field and two (2) years of experience in Public Relations, Publicity, Journalism or a position dealing with promotion of tourism activities;

OR: 2. Six (6) years of experience as mentioned in (1.) above.

NOTE: Candidates must possess a N.Y.S. Drivers License at time of appointment.