

City of Truth or Consequences

Human Resources Office

505 Sims Street

PH: (575) 740-7554

Truth or Consequences, NM 87901

FAX (575) 894-0363

JOB ADVERTISEMENT

Tourism Coordinator/Public Information Officer

See **Job Description** for full requirements and representative duties.

Pay rate Classification 12, plus benefits.

Applications and Job Descriptions are available from the City's Human Resources Office,
505 Sims Street T or C, NM 87901, tel. # (575) 740-7554, fax # (575) 894-0363 or on
the City's Website at www.torcnm.org.

Deadline for applications to be returned to the City's HR Office, February 14, 2025.

Equal Opportunity Employer

PUBLISH: January 30, 2025 – Sentinel
 February 6, 2025 – Sentinel
 February 13, 2025 - Sentinel

POSTED: January 31, 2025 City's Website
 January 31, 2025 Indeed.com
 NMML.org
 January 31, 2025 Workforce.com

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Created 01/31/2025

POSITION DESCRIPTION

Class Title: Tourism Coordinator/Public Information Officer
Department: Community Development

Classification: 12
Status: Non-Classified

GENERAL PURPOSE:

The objective of this position is to increase revenues and visibility for the City of Truth or Consequences and to be a representative of the City through events and media.

This position would be responsible for dissemination of clear City messaging and information through social media channels, websites and other electronic and print means. Planning, coordination, scheduling and booking of conventions, VIP site visits and press trips. Maintaining the City's website and Facebook pages, monitoring social media for complaints and general inquiries.

SUPERVISION:

This position is appointed by the City Manager. Depending upon the duty or project, the position reports to the City Manager and/or other city administration designees.

The Tourism Coordinator/Public Information Officer may assist with the supervision and coordination of staff and/or volunteers during promotions and special events.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Enhance, and help maintain consistency and quality control, of city's internal and external branding and advertising projects and campaigns with available funds.
- Work with other city and county marketing and tourism entities, and outside marketing/advertising contractors, collaboratively and creatively at the executive level, either one-

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on-one or at board or staff meetings, to develop optimally targeted marketing and publicity plans for the city. This may entail attending various board meetings on an as-needed or regular basis to stay informed of tourism initiatives.

- Establish a line of communication with the state tourism department, and collaborate with and provide input to said department when appropriate.
- Offer expertise and resources to event planners and/or facilitators who are producing events locally.
- Stay apprised of press release opportunities and provide press release resources for all events and newsworthy happenings that promote the city and county.
- Post news, events and other items, and maintain an enthusiastic convention and tourism presence, on city's social media channels and website.
- Maintain an office at the T or C Civic Center to plan, promote and book events; work with the Facility Management Manager to maintain the Civic Center.
- Set up and tare down for events, this could include but not limited to moving of banquet furniture
- Identify changes necessary to more easily sell the Civic Center as a convention center.
- Communicate and collaborate with the Truth or Consequences Lodgers' Tax Board and any outside marketing/advertising contractors to ensure that city funds are spent efficiently and with optimal promotional results for the city.
- Assess the need for print promotional materials (flyers, brochures, magazines, etc.) to supplement or update/replace existing promotional materials and propose, participate in and/or oversee their creation with the necessary funding.
- Assist in the execution of promotional and marketing duties assigned to the city's Film/TV Production Liaison as needed and requested.
- Provide quarterly updates to the City Commission and other entities as deemed relevant.
- Perform other duties as may be directed by the City Manager, Mayor and City Commission.

MINIMUM QUALIFICATIONS:

Education and Experience

- College degree in tourism, marketing, public relations or media/journalism preferred.
- Two years of experience in tourism, marketing, public relations/publicity or economic development, or a related area of expertise that would enable the candidate to perform satisfactorily the duties required.
- Any equivalent combination of education, experience and/or training.

Knowledge, Skills and Abilities:

- Be knowledgeable of local and regional history, culture and assets.
- Be efficient in research and information gathering systems.
- Have experience in tourism, marketing and/or public relations, publicity and promotion, including strategic deployment of, and interaction with, all forms of media.
- Be a strong, results-driven writer and have effective and cooperative communication skills.
- Have solid basic graphic design skills (Canva or Photoshop, or similar programs) and/or creative supervisory experience in working with graphic designers and printers.

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- Be self-motivated and a self-starter.
- Be diplomatic and customer service oriented.
- Have the ability to work with the public and visitors to ensure a great experience.
- Be a team player and willing to collaborate and communicate with other entities and organizations at the executive level.
- Be able to focus on promoting extended stays, return visits and the city's appeal to those seeking to relocate.
- Have the ability to track results (Facebook and Google analytics, etc.) and adjust creative approaches and strategies as needed.

Requirements/Certifications/License:

- Valid New Mexico Drivers' License.
- Must successfully pass pre-employment drug screening

PHYSICAL DEMANDS:

- While performing the duties of this job, the employee is frequently required to sit and talk or hear.
- The employee is occasionally required to walk; use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.
- The employee must occasionally lift and/or move up to 25-50 pounds.
- The employee must set up and take down tables, chair, and banquet furniture
- Specific vision abilities required by this job include close vision and the ability to adjust focus.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment:

- The noise level in the work environment is generally quiet but could reach loud volumes depending on individual events
- Work is performed indoors on uneven, carpeted, flat and or /hard surfaces.
- Subject to odors and dusts

The work environment characteristic described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

SELECTED GUIDELINES:

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Formal application, rating of education and experience; oral interview and reference check; job related tests may be requested.

This Position Description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

I have read the above written job description I understand the demands and expectations of the position described and to the best of my knowledge believe I can perform these duties. I understand that this position is exempt from the requirements of FLSA (Fair Labor Standards Act).

Print Name

Signature

Date