

**POSITION DESCRIPTION  
VILAS COUNTY**

**SECTION I: GENERAL INFORMATION**

**DRAFT**  **FINAL**

<b>Position Title:</b> ADMINISTRATIVE ASSISTANT I	<b>Department:</b> Tourism and Publicity
<b>Immediate Supervisor's Position Title:</b> Tourism & Publicity Director	<b>FLSA Status/Pay Classification Code:</b> Non-Exempt/18
<b>Original Description Date:</b> August 2001	<b>Revised Date:</b> October 2018
<b>Oversight Committee:</b> Tourism & Publicity Committee	<b>Approved Date:</b>
<b>Approved by:</b> Human Resources	<b>Approved Date:</b> August 2015

**Job Summary:**

The Tourism & Publicity Administrative Assistant performs a variety of administrative duties to support the operations of the Vilas County Tourism & Publicity Department and Committee. All duties and responsibilities are performed under and subject to the direction of the Tourism & Publicity Director.

**SECTION II: ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Provides clerical, secretarial and administrative support to the Vilas County Tourism & Publicity Department. This includes, but is not limited to: serves as first contact for telephone inquiries, mail and email directs contacts and walk-in visitors; handles all telephone and direct mail inquiries and Internet visitor guide requests on a daily basis; maintains and orders office supplies; maintains accurate inventory of printed materials including, but not limited to Visitor Guide, County Maps, promotional pieces, etc.; assists Department Head in recording and tracking Postage and Xerox portions of the Department budget; maintains a records retention system within County guidelines for current and long-term storage of Departmental files of advertisements, promotions, inquiry lists and other records and information; responsible for the tourism segment of the minutes of the Economic Development & Tourism Committee and the distribution of agenda and meeting materials for said Committee, and other administrative support for the Economic Development and Tourism Committee as requested.
2. Input tourism inquiries on a daily basis into databases utilizing a variety of software(s); compile data weekly for distribution; each month forward to ad agency the list of general inquiries requesting inclusion on the e-newsletter mailing list.
3. Receive, input (into a variety of programs) and process (prepared packet and also distribute inquiry to partners if applicable) tourism inquiries generated from current and former grant and/or coop program(s). Maintain integrity of share/no share status of inquiry (as indicated on request for information form).
4. Prepares bulk mailings including: preparation of database and labels; sorting and bundling to meet US Postal Service or United Parcel Service standards; and maintaining and tracking the postal expense account.
5. Assists Department Head with seasonal promotions which may include, but is not limited to: locates and secures prizes; works with ad agency to proof forms, rules, privacy policy and photo release in accordance with current documents approved by the Vilas County Corporation Counsel.
6. Utilizes a variety of software entry data programs to regularly update information on websites, social media platforms and tourism apps.
7. Works closely with other Vilas County Departments (such as Mapping and Forestry, Recreation and Land) and the advertising agency to keep information on County recreational facilities such as trails and campgrounds updated for printed materials, tourism website(s) and for the trails app.
8. Develops, maintains, updates and distributes Vilas County Visitor Guides, brochures, maps and other tourism literature as requested to individuals, local chambers, tourism businesses, tourism entities statewide, and the Wisconsin Department of Tourism.
9. Works closely with twelve (12) community chambers to gather and compile content for the annual Vilas County Visitor Guide, including but not limited to narrative, events and photos; processes materials in



This position description reflects an accurate and complete description of the duties and responsibilities assigned to the position:

<b>Employee Signature:</b>	<b>Date:</b>
<b>Supervisor Signature:</b>	<b>Date:</b>
<b>Human Resources Signature:</b>	<b>Date:</b>

**VILAS COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER**

This position description is intended to describe the general nature and level of work being performed by the person assigned to this job. It is not intended to be an exhaustive list of all responsibilities, duties and a skill required of the person so classified and may be subject to change by the County without notice.