

**POSITION DESCRIPTION
VILAS COUNTY**

SECTION I: GENERAL INFORMATION

	DRAFT <input type="checkbox"/> FINAL <input checked="" type="checkbox"/>
Position Title: ADMINISTRATIVE ASSISTANT I	Department: Tourism and Publicity
Immediate Supervisor's Position Title: Tourism & Publicity Director	FLSA Status/Pay Classification Code: Non-Exempt/18
Original Description Date: August 2001	Revised Date: February 2019
Oversight Committee: Tourism & Publicity Committee	Approved Date:
Approved by: Human Resources / Tourism & Econ Dev Committee	Approved Date:

Job Summary:

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

SECTION II: ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Supports and assists the Department Head to ensure exceptional customer service is delivered to all internal and external customers. Partners with Department Head to ensure projects are completed on time and accurately.
2. Provides all administrative support to the Vilas County Tourism Department.
 - a. Serves as first contact for telephone inquiries, mail, emails and walk-in visitors;
 - b. Maintains and records data through a number of excel data bases;
 - c. Proof reading;
 - d. Prepares reports as needed;
 - e. Maintains and orders office supplies, maintains accurate inventory of printed materials;
 - f. Maintains financial records;
 - g. Record minutes during Committee Meetings;
 - h. Coordinate bulk mailings as needed.
3. Supports Department Head and advertising agency in social media strategies. Assist with managing social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube).
4. Supports Department Head in partnering and engaging with the 11 local Chamber of Commerce and the Town of Winchester in brand initiatives.
5. Ensures advertising agency is receiving accurate and timely messaging, photos and data as required.
6. Supports the Department Head with the annual Travel Guide, taking the lead with the advertisement sales which will require cold calling Vilas County businesses and partnering with the local Chamber of Commerce.
7. Prepare materials for the Vilas County Annual Accommodation Tour and Annual Dinner.
8. Completes a variety of Tourism projects either independently or in cooperation with the Vilas County Chambers and other County Departments as assigned.
9. Performs all other duties as assigned.

SECTION III: WORK REQUIREMENTS AND CHARACTERISTICS:

A. Education/Knowledge:

<input checked="" type="checkbox"/> High School Diploma or Equivalent	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Preferred <input type="checkbox"/> N/A	Major Field of study or emphasis:
<input checked="" type="checkbox"/> 2 Year College Degree	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Preferred <input checked="" type="checkbox"/> N/A	
<input type="checkbox"/> 4 Year College Degree	<input type="checkbox"/> Required <input type="checkbox"/> Preferred <input checked="" type="checkbox"/> N/A	
<input type="checkbox"/> Other: _____	<input type="checkbox"/> Required <input type="checkbox"/> Preferred <input checked="" type="checkbox"/> N/A	

B. Licensure/Certification:

<input checked="" type="checkbox"/> Required	<input type="checkbox"/> Preferred	<input checked="" type="checkbox"/> N/A
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Valid Wisconsin Driver's License with adequate automobile insurance

C. Required Work Experience:

<input checked="" type="checkbox"/> In addition to Education/Licensure	<input type="checkbox"/> Instead of Education/Licensure
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- Two or more years' experience in an office setting is required, with post high school training in administration, marketing or business.

SECTION IV: ESSENTIAL SKILLS REQUIRED TO PERFORM POSITION:

- Must have exceptional ability in Microsoft Office; highly proficient in Excel is required.
- Knowledge of Adobe Photoshop, Corelle Paint Shop Pro and Publisher.
- Excellent writing communication, editing and proof-reading skills. Exceptional ability to manage details.
- Exceptional customer service and people skills.
- Ability to take initiative, employ good judgement, and manage projects from beginning to end.
- Must have the ability to multi-task, work efficiently under very tight deadlines and the ability to prioritize projects.
- Must be able to work independently, detailed and organized.
- Must accurately perform moderately difficult mathematic calculations, and set up and maintain accurate records and files.
- Understands and can utilize emerging platforms, digital media, and web/social media management.
- Knowledge of the Vilas County area and tourism marketing, advertising and promotion desirable.
- Must be willing to work 23 hours per week and work some evenings and weekends.
- Ability to lift at least 35 pounds.

SECTION V: RESPONSIBILITY FOR SUPERVISION OVER THE FOLLOWING POSITIONS:

Titles of Positions Supervised:	# of Employees:
N/A	

SECTION VI: JOB DESCRIPTION APPROVAL:

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

Employee Signature:	Date:
Supervisor Signature:	Date:
Human Resources Signature:	Date:

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.