

Tourism Promotion Assistant

The Rio Grande County Tourism Board, working as an Advisory Board to the Rio Grande County Commissioners and funded by the Rio Grande County Lodging Tax, is charged with increasing tourism within the County. The Tourism Board will be contracting the services of a **Tourism Promotion Assistant** to aid it in more effectively attaining its goals. Please visit <https://riograndecountry.com/about-rio-grande-county-tourism-board/>

The **Tourism Promotion Assistant** will be required to provide the following services:

1. Attend the regular monthly and any special meetings of the Tourism Board
2. Represent the Tourism Board at regional and/or national trade shows
3. Plan/Design and, with the approval of the Board, execute local, regional and national media advertising to increase tourism in the County
4. Design, proof and coordinate printing/distribution of tourism related brochures and maps
5. Research, identify and advise the Board of advertising opportunities with a potential of increasing tourism within the County
6. Track/Report statistical data with regard to tourism and its connection to advertising plan
7. Ability to design/post and track social media (Facebook, You-Tube, Instagram)
8. Maintenance of budget items specific to this position.

The **Tourism Promotion Assistant** will be an independent contractor with respect to the Rio Grande County Tourism Board and not an employee of the Tourism Board, or of Rio Grande County. This will be an annual contract compensated at \$6,000 to be paid in equal monthly installments of \$500; with Trade Show representation compensated at an additional \$100 per day.

Interested candidates should forward their resume and other pertinent information to the Rio Grande County Tourism Board, 925 6th St. Del Norte, CO 81132 by 4:00pm, Friday, July 27, 2018. Other pertinent information should include, but not be limited to, experience in the field of tourism and examples of advertising design work. Questions about the position can be directed to president@riograndecountry.com