
21. Describe the work of this position using the page or one additional page only. Use the following format for describing job duties:

What is the action being done (use an action verb); **to whom** or **what** is the action directed (object of action); **why** is the action being done (be brief); **how** is the action being done (be brief). For each task state: Who reviews it? How often? What is it reviewed for?

Number each task and indicate percent of time and identify essential (E) or marginal (M) functions.

1. 40% E **Tourism Marketing Support**

Assist with Kansas Tourism marketing projects and other tourism initiatives as assigned that promote travel across the state such as:

 - Supporting tourism promotions by coordinating materials, information, and communication with industry partners.
 - Writing and editing marketing content such as blog posts, website features, and promotional materials.
 - Assisting with the development and planning of travel itineraries and themed trip ideas for use on TravelKS.com, marketing campaigns, and visitor outreach.
 - Drafting press releases and assisting with media communications that promote tourism announcements, initiatives, and events.
 - Assisting with digital asset management by uploading, organizing, tagging, and maintaining photos and videos within Tourism's asset management system.
 - Assisting with the development and distribution of the Consumer e-Newsletter, including drafting content and scheduling distribution.

2. 15% E **Visitor Information and Publications**
 - Coordinate fulfillment of printed materials including Travel Guide requests, and other tourism publications.
 - Prepare and coordinate mailings with external fulfillment vendors.
 - Track and report individual and bulk mailing activity.
 - Assemble and mail requested student information packets and other outreach materials.

3. 15% E **Office Coordination and Customer Service**
 - Serve as the receptionist for Kansas Tourism.
 - Answer phones, respond to voice messages and emails, and directs inquiries appropriately.
 - Greet in-office guests and answers phone inquiries to provide information about Kansas attractions, communities, and travel opportunities.
 - Sort and distribute incoming mail and coordinate outgoing mail.
 - Order and maintain office supplies and equipment in tourism storage areas.
 - Maintain storage areas and ensure the office remains organized and visually presentable.

4. 10% M **Events and Outreach**

Assist with the planning, preparation, and development of tourism-related events and programs, such as:

 - Working with the planning, preparation, and development of marketing materials for trade shows, conferences, and tourism events.
 - Assist with the development, planning, and execution of Media Familiarization Tours and other media events.
 - Help to develop and coordinate marketing materials and displays for outreach activities.
 - Occasionally travel to assist with tourism-related events or programs.

5. 10% M **Administrative and Office Support**
 - Provide administrative support to the Kansas Tourism Director and team.
 - Assist the Tourism Director and team in scheduling meetings, coordinating travel arrangements, and distributing internal communication.
 - Assist with meeting preparation, including agendas, materials, and note-taking.
 - Prepare reports, correspondence, and presentations as requested.

6. 10% M **Other Duties**
 - Support Kansas Tourism initiative and perform other duties as assigned.

***Some or all duties may be altered in response to a disaster or large-scale emergency. This may include temporary reassignment to another work unit, division, state agency or physical location. ***

22. a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position.

- Lead worker assigns, trains, schedules, oversees, or reviews work of others.
- Plans, staffs, evaluates, and directs work of employees of a work unit.
- Delegates authority to carry out work of a unit to subordinate supervisors or managers.

b. List the names, class titles, and position numbers of all persons who are supervised directly by employee on this position.

Title

Position Number

23. Which statement best describes the results of error in action or decision of this employee?

- Minimal property damage, minor injury, minor disruption of the flow of work.
- Moderate loss of time, injury, damage or adverse impact on healthy and welfare of others.
- Major program failure, major property loss, or serious injury or incapacitation.
- Loss of life, disruption of operations of a major agency.

Please give examples.

24. For what purpose, with whom and how frequently are contacts made with the public, other employees or officials?

Contact is frequently made with the public, tourism industry partners, agency and division employees, and legislators through phone, email and in person interaction. The purpose of the interaction is to enhance the program effectiveness, to successfully market travel to Kansas, and to plan department events and activities.

25. What hazards, risks or discomforts exist on the job or in the work environment?

Risks are variable and dependent upon the requirements of the location. Normal office environment. Must possess ability to lift boxes up to 50 lbs

26. List machines or equipment used regularly in the work of this position. Indicate the frequency with which they are used.

Daily – PC with Microsoft Office Professional Software (Excel, Word, Power Point), Outlook, website applications, Customer Relations Management Program – Simpleview CRM, telephone, copier, calculator, fax
A state vehicle will also be used as necessary.

PART III - To be completed by the supervisor or Human Resources office

27. A. List the Minimum Requirements (minimum qualifications) as stated in the state's official Class Specification. If the Class Specification has a "substitution statement", it must be replaced by whatever the agency deems to be an acceptable substitution (see the HR office for assistance). If no substitution is acceptable, then the substitution statement must be deleted.

Minimum Requirements/Qualifications:

Two years of experience in tourism, business, marketing, or a related field.
Valid driver's license and the ability to travel independently are required

B. List any Preferred Qualifications that a well-qualified candidate (or incumbent) should have.

Preferred Qualifications:

Proficiency in Microsoft Office products

28. SPECIAL QUALIFICATIONS

State any additional qualifications for this position that are necessary either as a physical requirement of an incumbent on the job, a necessary special requirement, a bona fide occupational qualification (BFOQ) or other requirement that does not contradict the education and experience statement on the class specification. A special requirement must be listed here in order to obtain selective certification.

Signature of Employee

Date

Signature of Personnel Official

Date

Signature of Supervisor

Date

Signature of Appointing Authority

Date