

STATE OF WASHINGTON TOURISM

Industry Relations Coordinator

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Position: Industry Relations Coordinator

Salary: \$55,000 - \$60,000

Status: Permanent, non-exempt

Reports to: Director of Tourism Development and Strategic Partnership

Company Location: Virtual office; however, the job seeker must live in the State of Washington or be willing to relocate at their own expense.

Please respond with a resume, cover letter, and references. Send these items to mike@stateofwatourism.com. Applicants must be Washington State residents or willing to relocate at their own expense.

Job Description

State of Washington Tourism (SWT) is the destination marketing and management organization for the State of Washington, promoting travel to and within the state through advertising, public relations, travel trade relationships, social media, and industry development and travel management.

This coordinator position will assist with grant management, tourism conference planning and logistics, research, and administrative duties associated with destination development grant programs and initiatives spearheaded by SWT. This work includes support for grant applicants, content creation for educational webinars, logistics for rural tourism projects and the state tourism conference. The industry relations coordinator should be detail-oriented, possess customer service experience, and demonstrate strong writing and analytical skills for reports and other documents.

A strong understanding of the tourism sector in Washington State is highly beneficial for this position, in addition to a background in economic development or grant management.

Job Duties

- Support all grant applicants with the application process and reporting
- Collaborate with staff and industry partners on the implementation, promotion, and reporting of destination development grant programs and their impact on travel and tourism.
- Collaborate with staff, contractors and volunteers on ensuring the success of the annual state tourism conference.

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- Provide assistance in the development of short- and long-term goals for regional destinations around the state; this includes gathering information for surveys, reports, presentations, and community workshops.
- Liaise with tourism stakeholders across the state, including destination organizations, government agencies, and nonprofit organizations.
- Help curate a resource library with research and data associated with destination promotion and management.
- Assist with grant applications (i.e., grant writing, research, etc.).
- Assist with promoting, processing, and tech support of destination planning and development grants.
- Provide general office assistance (notetaking, scheduling, webinar management, etc.).
- Tourism conference admin support.
- Encourage SWT membership among tourism stakeholders.
- Assist with other tourism-related tasks as assigned.

Requirements/Qualifications

- Graduation from a two-year college or university, preferably with specialization in tourism, economic development, or a related field; or any equivalent combination of experience and training.
- Ability to communicate effectively with a wide range of tourism stakeholders including hoteliers, elected officials, and residents.
- Ability to liaise with nonprofit organizations, state and federal agencies, and establish working relationships with other tourism practitioners.
- Excellent communication skills with a passion for thinking creatively to solve problems.
- Strong organizational skills, with a proven track record of project management.
- Excellent computer skills with proficiency in Microsoft Office Suite to analyze data and prepare reports.
- Confidentiality, diplomacy, and tact.

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Preferred

- Experience working with communities on economic development.
- Knowledge of destination marketing or experience in the tourism sector.
- Experience managing grant programs.
- Experience in customer service or relationship management

About the Organization

State of Washington Tourism (SWT) is a 501[c]6 organization established by industry stakeholders. SWT's work centers responsibly marketing Washington to visitors and serving as a leader in statewide destination management and stewardship. SWT began as an industry advocacy organization following the 2011 closure of the Washington State Tourism Office by the state legislature. Years of subsequent work to re-establish an industry-led statewide tourism marketing program culminated in 2018 when Governor Jay Inslee signed enabling legislation with a private-public sector matching fund program.

SWT was contracted as the state destination marketing and management organization later that year. SWT procures and administers funds for state destination tourism marketing and management activities and creates and implements a strategic statewide destination marketing and management plan.

This innovative public-private funding model, coupled with the process of rebuilding the state tourism marketing program and competitively re-positioning the destination, offers an exciting landscape for the SWT team, not to mention the opportunity for professional development and growth as the organization progresses.

State of Washington Tourism supports social justice, human rights, cultural preservation, and public safety for all. As such, all travelers should feel welcome and safe, and host communities and travel and tourism suppliers should be respected by their guests. At its best, travel offers inherent social and cultural exchange that fosters understanding and acceptance. SWT seeks to advance these values throughout its marketing, destination development, communications, and travel advisory programs.

Job Type: Full-time

Pay: \$55,000.00 - \$60,000.00 per year

Benefits:

401(k)

401(k) matching

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Dental insurance

Health insurance

Paid time off

Schedule:

8-hour shift

Monday to Friday

Ability to commute/relocate: Must be a Washington State resident at start of work

Work Location: Remote