

DEPARTMENT: Economic Development
CLASSIFICATION: Competitive
APPROVED: AUGUST 1, 2019

FLSA Status: Exempt/Administrative 1/4/2010

SPORT FISHING PROMOTION COORDINATOR

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for planning and coordinating a public information and advertising program to promote Niagara County's sport fishing assets as well as local and regional fishing derbies and tournaments. The position requires a great deal of public contact with volunteers, service groups, various media and other governmental jurisdictions. The work is performed under general direction of the Commissioner and/or the Deputy Commissioner of the Niagara County Department of Economic Development. Does related work as required.

TYPICAL WORK ACTIVITIES:

1. Attends various trade shows and programs in key U.S. markets to promote Niagara County's fishery and sport fishing assets;
2. Develops a fishery promotion program to attract people to Niagara County for extended fishing vacations or to participate in local or regional fishing competitions;
3. Prepares material such as press releases, maps, charts, television and radio spots, promotional videos, blogs, photographs and other media promoting Niagara County fishing and competitive events;
4. Collaborates with and coordinates various aspects of outdoor media as it relates to outdoor/sport fishing resources and assets including but not limited to site familiarization tours and attendance at writer conferences, etc.;
5. Identifies and makes application for federal, state, local and other funding sources, agencies or corporate sponsors for the promotion of Niagara County fishing and fishing-related infrastructure development projects such as breakwalls, marinas, land acquisition, and other related projects;
6. Coordinates the Niagara County fishing development program with state and federal governments and local/regional groups and their representatives;
7. Administers and coordinates special events, including the Greater Niagara Fish Odyssey Derby, the Lake Ontario Pro-Am Salmon Team Tournament;
8. Assists with the coordination of the Lake Ontario Counties Trout and Salmon Derbies and other fishing derbies/and or tournaments in Niagara County and the region;
9. Administers grant and loan programs related to Niagara County fishing;
10. Assists in the preparation and administration of the assigned budget.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the Great Lakes and inland natural resources as it pertains to the sport fishing industry; good knowledge of the practices and techniques of promotion, advertising and public relations; good knowledge of history and physical attractions of Niagara County; working knowledge of layout and design of materials to be used for advertising purposes; working knowledge of editorial techniques and practices; working knowledge of methods and procedures of producing and distributing printed public relations and informational materials; working knowledge of writing informational news releases and related publicity materials; ability to utilize modern software and applications at an acceptable rate of speed and accuracy; ability to prepare written promotional materials for website, social media platforms, newspapers, periodicals and news releases; ability to organize and direct volunteer groups; ability to prepare and present audio-visual media presentations to live audiences; initiative and resourcefulness; industry and dependability; creativity; willingness to travel; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of an equivalency diploma **and one of the following:**

1. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree in Art, History, English, Public Relations, Public Information, Journalism or a comparable field and two (2) years of full-time paid experience in public relations, publicity, journalism or in the promotion of tourism activities;
OR
2. Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with an Associate's Degree in Art, History, English, Public Relations, Public Information, Journalism or a comparable field and four (4) years of full-time paid experience as described in (1) above; **OR**
3. Six (6) years of full-time paid experience as described in (1) above.

SPECIAL REQUIREMENT:

1. Candidates must possess a valid New York State drivers license at time of appointment and for the duration of employment.
2. Possession of a valid New York State Fishing license for the past three years.