



## **Rappahannock-Rapidan Regional Commission**

**Job Title:** P/T Regional Planner (Tourism)  
**Reports to:** Executive Director  
**FLSA Status:** Non-Exempt, Hourly

The Part-Time Regional Planner is a coordinative position with the Commission with primary responsibility in managing and implementing projects on behalf of the agency and member local governments. The planner consults with local government staff and other partners to identify opportunities to partner, facilitate, and foster local and regional relationships and multi-jurisdictional projects. In particular, this position will manage grant-funded initiatives related to tourism and agri-tourism marketing and outreach in coordination with the RRRC Regional Tourism Committee, made up of local tourism directors in the region. The position shall also be available to work on other planning projects, as needed, for the Commission at the direction of the Executive Director.

Selection criteria for this position consist of local/regional planning, marketing, communications, grants administration, and other essential program functions.

This is a part-time, temporary position with an expected average of 16-20 hours per week with an initial period of one year.

**Essential Responsibilities** include the following, together with other projects and duties as assigned.

### *Tourism Grants Coordination & Administration*

- Serves as liaison, with assistance from other staff members, with RRRC Regional Tourism Committee
- Conducts outreach to Tween Rivers Trail member sites for purposes of engaging member sites with ongoing Tween Rivers Trail activities and technical assistance
- Coordinates with Regional Tourism Committee four (4) quarterly workshops in the region focused on tourism promotion, agricultural/agri-tourism marketing, social media, and networking
- Coordinates, with assistance from other staff members, management of Virginia Tourism Corporation Marketing Leverage Program grant to market and promote Tween Rivers Trail through procurement of advertising, image/video library of sites, and social media engagement
- Maintains and updates Tween Rivers Trail website, including adding new member pages, updating events calendar
- Promotes Tween Rivers Trail through existing social media accounts
- Develops and transmits quarterly Tween Rivers Trail newsletter

### **Education and Experience**

- Possession of minimum bachelor's degree in Planning, Communications, Tourism, Marketing, or other related field, or equivalent work experience
- 1-2 years previous experience in grant administration, social media/marketing, or program coordination experience desirable

### **Knowledge, Skills and Abilities**

- Experience in tourism/agri-tourism marketing, social media integration, and meeting/event planning and coordination
- Familiarity with local government operations
- Ability to communicate effectively with customers and co-workers, and provide high level of customer service to diverse audience
- Experience and interest in grant administration, budget tracking, and research
- Ability to work independently, and as a contributing member of the regional planning team, under deadline, and within established budget constraints
- Proficient in Microsoft Office software suite, and other software applications, including social media and online programs and applications

### **Physical Conditions and Nature of Work Contacts**

Work is typically performed at the Commission offices located in the Town of Culpeper. However, position responsibilities require periodic travel to the region's five counties and eight towns, and occasional out of area trips, requiring use of personal vehicle with mileage and travel reimbursement. Requires moderate physical effort including, but not limited to, computer operation, sitting, speaking, writing, listening, operating a motor vehicle, and lifting up to 25 pounds.