

ANNOUNCEMENT OF VACANCY

Position: *Rural Tourism Development Outreach Specialist*

Department of Parks, Recreation and Tourism Management
College of Natural Resources, North Carolina State University

This position is one of five specialist positions funded by a USDA Forest Service grant to the College of Natural Resources at NC State University, "Enhancing the Management and Utilization of North Carolina's Rural Natural Resources to Promote Economic and Community Development: *Creating Jobs for North Carolinians Through Better Natural Resources Utilization.*"

Description of Duties: The person in this position will work with individuals, groups, and institutions in rural northwest North Carolina to increase the profitability and economic opportunities for nature-based and cultural tourism. This person will be involved in an assessment of regional and local attributes that could serve as tourism stops, and from this assessment work to develop collaborative and regional attractions that are well-organized and effectively promoted. Typical projects might include linking unique cultural and natural attributes of localities into "tourist trails," and encouraging uniqueness in local offerings to differentiate one community from another. Potential areas of focus include the wine industry, the agricultural industry, bluegrass music, and other cultural and nature-based assets.

Responsibilities will include: facilitation of stakeholder groups and individuals, provision of one-on-one technical assistance to a variety of citizens, lead workshops and training, and provide leadership in the development and implementation of rural tourism development, work closely with the tourism industry in its various forms of state agencies, non-profit organizations, and private sector attractions to further tourism education and development efforts, work with the regional tourism industry to develop cooperative marketing efforts, collaborate with other project specialists and with NCSU tourism faculty, and assist and support the broader grant-funded project's objectives as well as the commitment of the College of Natural Resources to community economic development through sustainable tourism.

Location: The individual will be housed within a county government office in northwest North Carolina and will work closely other project specialists as well as with the tourism faculty in the Department of Parks, Recreation and Tourism Management at NC State University.

Education and Experience: Masters degree in relevant field including but not limited to parks, recreation, tourism, marketing, public administration, and business management; experience in tourism planning and development, and in tourism management and marketing; familiarity with small business and community development, and the overall tourism system; experience in stakeholder group facilitation; strong social skills and experience in public speaking; knowledge of North Carolina preferred.

Duration and Salary: The position is for the term of one year and can be extended for a total of three years based upon job performance and continued funding. Competitive salary commensurate with education and experience and NCSU benefits package are included.

Application: Send letter of application, resume, and the names, addresses, and telephone numbers of three references to:

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AA/EOE. NC State University welcomes all persons without regard to sexual orientation. For ADA accommodations, please contact Debby Cross via phone at 919-515-1254, via FAX at 919-515-7231 or via e-mail at debby_cross@ncsu.edu