



Range: 19
FLSA: Non-exempt
Date: April 2026

DESTINATION DEVELOPMENT COORDINATOR

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

Under the direction of the Tourism Manager, this position is responsible for supporting and achieving the goals of the City's Tourism Program, which began serving as the Destination Marketing and Management Organization (DMMO) for Sedona in July 2023, by advancing earned media, travel trade, and destination development activities that enhance Sedona's reputation as a leading destination.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from and reports directly to the Tourism Manager.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS - *Essential and other important responsibilities and duties may include, but are not limited to, the following:*

Essential Functions:

1. Administrative
 - a. Provides input on the continued evolution of the Sedona Tourism Plan and reports on the implementation of the plan's initiatives
 - b. Manages data entry of new contacts, organizations, and relevant communications with all external industry partners that are communicated with within the Tourism Program's Customer Relationship Management (CRM) platform
 - c. Manages fulfillment of Tourism Program invoices, purchase orders, and other related documentation with the City of Sedona finance and purchasing teams
 - d. Acts as a liaison between the Tourism Program, Sedona tourism stakeholders, media, content creators, trade travel professionals, and tourism-adjacent entities that are interested in doing business in Sedona
 - e. Develops and maintains partnerships with other DMMOs within Arizona and the Western U.S.
 - f. Provides liaison support between the Tourism Program and the Sedona Tourism Advisory Board, the Sedona Lodging Council, and other local industry working groups that provide input on local tourism priorities
 - g. Conducts desk research related to tourism industry conferences and trade shows that the City of Sedona participates in
 - h. Represents the City of Sedona at local, state, and national tourism industry conferences and events
 - i. Regularly engages in professional development opportunities to remain educated on tourism industry trends that benefit the overall success of the Tourism Program

- j. Performs additional related duties and responsibilities as assigned

2. Media & Content Creation

- a. Provides input on the Tourism Program's media and content creation strategy and reports on the implementation of the strategy
- b. Oversees the Tourism Program's media resources, such as collateral, press kits, itineraries, pitch ideas, and website content
- c. Conducts media monitoring related to the Sedona tourism industry
- d. Conducts proactive outreach to media and content creators that align with the goals of the Tourism Program's media and content creation strategy
- e. Coordinates the receipt of communications from earned media, paid media, and content creators to determine their alignment with the goals of the Tourism Program
- f. Responds to requests from media and content creators by providing relevant information about Sedona as a destination, conducting referrals to local businesses, and/or hosting a familiarization (FAM) tour to Sedona to advance Tourism Program goals
- g. Coordinates all activities related to hosting FAM tours for media and content creators by conducting outreach with local businesses, developing custom itineraries, participating in aspects of the itinerary, and delivering welcome gifts as needed
- h. Reports on the successful implementation of the engagement with media and content creators, including the reporting of media value related to content that is produced through the assistance of the Tourism Program

3. Travel Trade

- a. Provides input on the Tourism Program's travel trade strategy and reports on the implementation of the strategy
- b. Oversees the Tourism Program's travel trade resources, such as collateral, destination profiles, itineraries, and website content
- c. Monitors travel trade industry engagement with the Sedona tourism industry
- d. Conducts proactive outreach to travel trade professionals that align with the goals of the Tourism Program's travel trade strategy
- e. Coordinates the receipt of communications from travel trade professionals to determine their alignment with the goals of the Tourism Program
- f. Responds to requests from travel trade professionals by providing relevant information about Sedona as a destination, conducting referrals to local businesses, and/or hosting a FAM tour to Sedona to advance Tourism Program goals
- g. Coordinates all activities related to hosting FAM tours for travel trade professionals by conducting outreach with local businesses, developing custom itineraries, participating in aspects of the itinerary, and delivering welcome gifts as needed
- h. Reports on the successful implementation of the Tourism Program's engagement with travel trade professionals

4. Destination Development

- a. Provides input on the Tourism Program's destination development strategy and reports on the implementation of the strategy
- b. Coordinates activities that assist with the delivery of Visitor Services in Sedona, such as collaboration with the Sedona Visitor Center, frontline staff, and the production of digital information that helps Sedona visitors during their trip
- c. Coordinates activities that enhance visitor experience in Sedona, such as tourism product development and the distribution of responsible and respectful tourism messaging
- d. Other duties as assigned

QUALIFICATIONS

Knowledge of:

- Effective project management techniques.
- Knowledge of marketing and sales techniques for success in the tourism industry.
- Knowledge of tracking, follow-up, and outcome reporting associated with leads.
- Knowledge of database management.
- Knowledge of sustainable tourism principles.
- Knowledge of triple bottom line reporting.
- Knowledge of business protocol regarding meetings, and professional representation of the City to all contacts.
- Basic knowledge of accounts payable and accounts receivable processes.
- Skill in excellent customer service, relationship building, communication, and presentations.
- Skill and proficiency in data tracking, reporting and analysis.
- Skill in communicating with stakeholders and constituents including clients, vendors, coworkers, and City department contacts.
- Event coordinating and execution for stakeholder events.
- Skill in organization, prioritizing and flexibility in changing project focus when required.
- Ability to work occasional non-traditional hours and weekends.
- Ability to work independently exercising initiative, judgment, and common sense to complete job responsibilities professionally.
- Ability to make sound decisions and shift strategies based on market trends, seasons and information from multiple sources.
- Ability to travel for trade shows, sales and media missions, industry conferences, area and state committee meetings, and other meetings as required.
- Principles and practices of economic development.
- Skills in performing research and analysis, evaluating statistical data, and presenting facts and conclusions clearly in written, oral, and graphic form.
- Skills in the development and maintenance of advisory boards and group decision making processes.

Ability to:

- Implement appropriate methods to provide effective and efficient tourism and economic development, redevelopment, and rehabilitation programs.
- Analyze economic studies, financial statements, marketing studies, plans, specs, and other documents.
- Independently analyze and generate solutions to problems.
- Work in an organized team environment, facilitate group discussion and assist in group problem solving.
- Encourage and facilitate collaborative environments aimed at developing stronger teams.
- Communicate clearly and concisely, both orally and in writing.
- Analyze and compile technical and statistical information.
- Respond to and resolve difficult and sensitive inquiries and complaints with professionalism, courtesy, and tact.
- Establish and maintain cooperative work relationships with those contacted in the course of work.
- Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capabilities.

- Maintain effective audio/visual discrimination and perception to the degree necessary for the successful performance of assigned duties.
- Maintain physical condition appropriate to the performance of assigned duties and responsibilities.
- Work effectively with both elected officials and appointed commissions and boards of the City.

Experience and Training Guidelines

Any combination of experience and training that would likely provide the required knowledge and ability is qualifying. Any typical way to obtain the knowledge and abilities would be:

Education and Experience:

Any combination of training, education, and experience equivalent to a bachelor's degree in business management, marketing, sales, communication, public administration, or hospitality and/or experience in relevant fields, with a solid understanding of the tourism or hospitality industry preferred.

Familiarity with the tourism industry within the Sedona and Verde Valley area is preferred.

Four years of experience in destination marketing and management, public relations, travel trade, economic development, stakeholder engagement, and/or strategic planning.

License:

Possess, or the ability to obtain upon employment, a valid Arizona driver's license within two months of hire.

WORKING CONDITIONS

Environmental Conditions:

Office environment; travel from site-to-site; possible exposure to noise, dust, and inclement weather conditions; working around and with office equipment.

Physical Conditions:

Essential and other important responsibilities and duties may require maintaining physical condition necessary for sitting, standing, or walking for prolonged periods of time; light to moderate lifting; general manual dexterity.