

New York State Department of Civil Service
DIVISION OF CLASSIFICATION & COMPENSATION

Tentative Classification Standard

Occ. Code 2235110

Convention & Tourism Promotion Assistant, Grade 14 2235110
Convention & Tourism Promotion Specialist 1, Grade 18 2235210
Convention & Tourism Promotion Specialist 2, Grade 23 2235220
Convention & Tourism Promotion Specialist 3, Grade 25 2235230

Brief Description of Class Series

Positions in this class series schedule, coordinate, administer, market, promote and manage the program logistics for private and public, cultural, historical and diversity programs, festivals, performing arts concerts to promote the use of State buildings, the Empire State (ESP) Convention Center and the Empire State Plaza (ESP).

These positions are classified only at the Office of General Services (OGS).

Distinguishing Characteristics

Convention & Tourism Promotion Assistant: under the general direction of higher-level staff, performs a variety of administrative tasks relating to event planning services, including oversight of operation and technical staff support, food services, and other event related support services for events held at OGS-managed facilities, the ESP, and the ESP Convention Center.

Convention & Tourism Promotion Specialist 1: full performance level; under the general direction of a Convention & Tourism Promotion Specialist 2, administers business functions, special events, and private and public programs for the Convention & Cultural Events Office.

Convention & Tourism Promotion Specialist 2: supervisory level; under the general direction of the Convention & Tourism Promotion Specialist 3, supervises Convention & Tourism Promotion Specialists 1 and lower-level staff in the coordination of special events and private and public programs; and oversees budgeting and purchasing functions for programs.

Convention & Tourism Promotion Specialist 3: managerial level; under the general direction of the Director Convention & Cultural Events Office, administratively supervises Convention & Tourism Promotion Specialists 2, and lower-level staff in the coordination of special events and private and public programs; manages and oversees

the organization of events and ensures the generation of funding; and functions as assistant director for the Convention & Cultural Events Office.

These positions are in the non-competitive jurisdictional class.

Related Classes

Curatorial & Visitor Services Specialists plan and schedule tour and visitor programs, and manage, preserve, and arrange for the display of art collections at State facilities operated by the Office of General Services (OGS).

Economic Development Program Specialists apply business knowledge, training, and experience to provide a wide range of professional and management level economic development services by conducting business-to-business marketing programs, and promoting, publicizing, and developing strategic plans and initiatives related to the promotion of business, tourism, and international trade in New York State.

Illustrative Duties

Convention & Tourism Promotion Assistant

Provides information to organizations regarding availability of facilities and equipment, processes applications for facility usage.

- Reviews applications to ensure compliance with OGS policies and procedures.
- Determines scope of events and programmatic needs. Informs clients of policies and pricing for event support services.
- Develops events plan and logistics for assigned events.
- Coordinates operational support for catering, set up and strike, technical services, and any additional support services as necessary for successful staging of events.
- Advises management when unusually large crowds are expected necessitating additional security and parking.

Coordinates delivery and third-party service providers, provides building access to authorized users at scheduled times.

- Prepares reports related to facility usage and inventory.
- Supervises contract staff in performance of manual tasks required to set-up or dismantle events, including directing placement of furniture, stages, sound systems, special lighting and other equipment specified.

Convention & Tourism Promotion Specialist 1:

Coordinates festivals, concerts, conventions, meetings, and other special events, overseeing the use of resources, financial planning, and scheduling of personnel.

- Supervises vendor operations, including recruitment and retention.
- Implements agreements for approved food service providers for specified events.
- Acts as program coordinator for large scale events.

Manage the daily operation of the ESP Ice Rink.

- Supervise seasonal staff and scheduling.
- Oversee skate rental operation and facility.
- Monitor rink conditions and make recommendations for rink closures.
- Act as program coordinator for rink events.

Serves as liaison for summer and winter farmers markets.

- Schedules the event calendar and oversees market operation including invoicing and receiving payments and verifying application and insurance coverage procedures.
- Provides site location assistance, secures parking and entry documentation, and site preparation.
- Assists higher level staff and Legal Services with permit agreements and contracts, including creating document language and participating in contract negotiations.

Assists higher level staff in drafting budget proposals, provides annual reports and projections for vendor activity, and reviews financial reports and client bills for accuracy.

- Develops, administers, and maintains sponsorship and marketing programs for events and programs, including social media and website postings.
- Attends meetings, represents higher level staff as necessary.
- Maintains various databases to track, confirm, and produce work orders for program activities.
- Performs additional duties and operational support tasks as assigned.

- May supervise lower-level staff and volunteers.

Convention & Tourism Promotion Specialist 2:

Plans, coordinates, and implements special events and private and public programs.

- Creates and processes contracts for performers and clients.
- Solicits clients and generates proposals for use of ESP facilities.
- Assists in the development of facility use and service fees.

Oversees budgeting and purchasing functions for programs, develops budget projections, and ensures program spending falls within budget allocations.

- Tracks program funding, budgets, and projections through revenue streams and expenses.
- Participates in drafting and negotiating bid specifications and requests for quotes (RFQ).

Communicates with clients, performers, vendors, agencies, and the general public concerning special events and private and public programs.

Works with higher level staff and as needed Legal Services in negotiating performer fees, processing contracts, and personal service agreements.

Prepares presentation materials for special projects as assigned.

Performs the full range of supervisory duties including approving leave and tracking time and attendance; identifies staff development needs; evaluates staff performance; and completes performance evaluations.

Convention & Tourism Promotion Specialist 3:

Manages the planning, coordination, and implementation of higher level special events and public programs.

Manages budgeting functions of year-round events and ensures necessary funds are generated through the billing of vendors, sponsors, and event organizers.

Participates and tracks the requests for quotes (RFQ) process proposal submissions with the OGS Contracts Unit. Assists in the development of scope, terms and conditions, and other important information related to the RFQ process for service contracts.

Coordinates and manages the marketing and promotion of ESP facilities to potential customers.

Researches and confers with the Director Convention & Cultural Events Office on effective advertising approaches and to establish promotional timelines.

Coordinates and manages the marketing, promotion, and solicitation of corporate financial support to assist OGS in providing cultural, historical, and diversity programs; public festivals; performing arts concerts; and other special events.

Functions as the assistant director in the overall administration of the Convention & Cultural Events Office.

- Assists in the development, implementation, and adherence of policies and procedures relating to the use of ESP facilities.
- Assumes the responsibilities of the Director of the Convention & Cultural Events Office as necessary.
- Represents the Director of the Convention & Cultural Events Office with businesses, organizations, State agencies, community groups, and customers as necessary.

Performs the full range of administrative supervisory responsibilities.

Minimum Qualifications

Convention & Tourism Promotion Assistant:

Non-competitive: four years of experience involved with coordinating and/or scheduling events in a hotel, conference facility, sports arena, cultural institution or entertainment venue. Experience may include scheduling multi-event facility usage; coordinating equipment and support services; public relations; or sales and marketing events.

Substitution: A bachelor's degree substitutes for three years; associate's degree for two years.

Convention & Tourism Promotion Specialist 1:

Non-competitive: six years of professional experience* in marketing or promotional work that includes responsibility for event planning and administrative oversight for indoor/outdoor events and/or facility usage of a convention center, conference hotel, sports arena, cultural institution or performing arts venue.

Convention & Tourism Promotion Specialist 2:

Non-competitive: seven years of professional experience* in marketing or promotional work that includes responsibility for event planning and administrative oversight for indoor/outdoor events and/or facility usage of a convention center, conference hotel, sports arena, cultural institution or performing arts venue.

Convention & Tourism Promotion Specialist 3:

Non-competitive: eight years of professional experience* in marketing or promotional work that includes responsibility for event planning and administrative oversight for indoor/outdoor events and/or facility usage of a convention center, conference hotel, sports arena, cultural institution or performing arts venue. One year of this experience must have been in a supervisory level.

*Substitution: a bachelor's degree in travel and tourism, marketing, public relations, communications, business administration, or hotel and restaurant management may be substituted for up to four years of experience. An associate's degree in travel and tourism, marketing, public relations, communications, business administration, or hotel and restaurant management may be substituted for up to two years of experience.

Note: Classification Standards illustrate the nature, extent, and scope of duties and responsibilities of the classes they describe. Standards cannot and do not include all the work that might be appropriately performed by a class. The minimum qualifications above are those required for appointment at the time the Classification Standard was written. Please contact the Division of Staffing Services for current information on minimum requirements for appointment or examination.

3/2024

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