

TOMPKINS COUNTY CIVIL SERVICE EXAMINATION

Inclusion Through Diversity



OPEN TO THE PUBLIC

Tompkins County Department of Human Resources Office
125 E. Court Street
Ithaca, NY 14850
(607) 274-5526

Tompkins County is an Equal Opportunity/Affirmative Action employer. Minorities and women are encouraged to apply

TITLE: Principal Planner - Tourism Program Director

EXAM NO: 61496

SALARY: \$32.42 per hour - 2018 Hire Rate

EXAM DATE: 10/13/18

ISSUE DATE: 08/16/18

THE FINAL DATE TO FILE APPLICATIONS: 08/31/18

DATE THAT THIS ANNOUNCEMENT SHOULD BE REMOVED FROM POSTING: 10/14/18

RESIDENCY WAIVED

THE USE OF A QUIET HAND-HELD CALCULATOR WILL BE ALLOWED FOR THIS EXAMINATION.

LOCATION OF POSITIONS/VACANCIES:

There is currently one vacancy in the title of Principal Planner – Tourism Program Director located at the Tompkins County Planning and Sustainability Department. The eligible list resulting from this open competitive examination may be used to fill any full-time, part-time or temporary vacancy that may occur during the life of the eligible list.

MINIMUM QUALIFICATIONS:

(a) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in planning **AND** three years of professional experience in developing planning studies and reports in support of new and updated plans, programs and regulations, one year of which must have involved work in managing tourism, economic development, or community development programs; **OR**

(b) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in natural resources, public administration, public policy, landscape architecture or closely related field **AND** five years of professional experience in developing planning studies and reports in support of new and updated plans, programs and regulations, one year of which must have involved work in managing tourism, economic development, or community development programs; **OR**

(c) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in planning, natural resources, public administration, public policy, landscape architecture or closely related field **AND** seven years of professional experience in municipal, community or regional planning, one year of which must have involved work in managing tourism, economic development, or community development programs; **OR**

(d) Any equivalent combination of training and experience equal to or greater than that defined in (a), (b) and (c) above.

SPECIAL REQUIREMENT:

Candidates chosen for employment must possess a valid New York State driver's license within thirty days of appointment and maintain such license for the duration of employment.

DISTINGUISHING FEATURES OF THE CLASS:

This is a senior position responsible for the oversight and administration of the Tompkins County Tourism Program including as of 2016, 16 distinct tourism-related programs supported by the \$2.5 million annual room tax budget. The position includes responsibility for management of the solicitation, review and award process for competitive grant programs and program contracts with partner agencies. The position conducts complex and technical planning studies, such as the preparation of strategic plans, advisory reviews, and special planning, evaluation and management studies. The incumbent works closely with community agency directors, department heads, legislators, business-people, and citizen activists to strategize around specific topic areas, develop plans to address issues, and quantify measurable results. This is a high-level professional position and is expected to demonstrate knowledge in numerous planning program areas and extensive expertise in tourism and economic development. The incumbent is responsible for leading teams on studies that require a high degree of coordination of efforts among members of the Department and others. The work is performed under the general supervision of the Commissioner of Planning and Sustainability with allowance for a high degree of independent judgment and autonomy in executing assigned tasks. The incumbent performs related duties as required.

TYPICAL WORK ACTIVITIES:

- Directs, develops and manages the County Tourism Program, including strategic plan development and implementation;
- Provides vision and leadership in the conception and development of programs that fulfill the objectives of the Tompkins County Tourism Program;
- Keeps informed about best practices related to this sector of economic development; develops proposals and recommendations for policies, plans and projects; conveys these to the STPB, the program committee, and the Tompkins County Legislature; and works with partner agencies to implement the marketing/program/educational/training and other programs as selected by the relevant parties;
- Develops work plans for projects involving multiple partners and contractors;
- Plans and delivers trainings on tourism marketing, product development, grant writing, and event management, and provides other technical advisory services to a variety of community partners and agencies on tourism related topics;
- Develops and coordinates implementation of the Strategic Tourism Plan and associated tourism implementation plans;
- Conducts educational programs and training sessions, and serves as a resource to county staff, partners and contractors, on tourism-related issues;
- Serves as "single point of contact" for all County matters pertaining to tourism;
- Plans, coordinates and leads the writing of outside grants to support tourism-related initiatives in the community;
- Evaluates the tourism program as a whole and the individual projects and programs that make up the Tompkins County Tourism Program;
- Establishes and maintains working relationships with the various agencies and organizations that have a connection to the County Tourism Program;
- Collects, tabulates and conducts complex analyses of data on tourism related sales and employment, tax revenues, associated economic development activity and other data as needed for use in tourism planning activities;
- Acts as project leader for tourism-related planning projects and programs including supervision of interns and management of contractors, and coordination with State and Federal agencies, municipalities, community organizations and businesses;
- Manages grant funds, including compliance with all reporting requirements, from federal and state agencies, and coordinates with other staff who manage grant funds;
- Provides professional support to the Strategic Tourism Planning Board, its committees, and special project task forces or working groups;
- Supervises and recruits student interns and project assistants;
- In coordination with STPB, administers, as of 2016, \$2.5 million in Tourism Program funding and grants including contracts with outside agencies and County's competitive tourism grant programs;
- Responds to requests for information and complaints about problems from the public, community organizations, and County and municipal government officials;
- Makes formal and informal presentations to inform and advise citizen advisory boards, legislative bodies, and public officials on tourism programs and projects;
- Leads the development of the annual Tourism Program budget in consultation with the Strategic Tourism Planning Board, partner agencies, County Administration and the County Legislature;
- Develops the annual Tourism Program work program;

- Coordinates tourism program and planning activities with community agency directors, department heads, legislators and citizen activists to strategize around specific tourism topic areas, develop plans to address issues, and quantify measurable results;
- Prepares a variety of planning statistics, data, plans, designs, charts, maps, records, reports, and graphic materials in support of tourism planning activities;
- Negotiates, develops, implements, and monitors consultant and partner agency contracts for implementation of tourism projects and programs.

KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS:

- Comprehensive knowledge of the purpose, principles, terminology and practices employed in planning;
- Comprehensive knowledge of the legal, sociological, economic, environmental, infrastructure, and legislative facets of planning;
- Thorough knowledge of governmental decision-making processes;
- Extensive expertise in tourism program development, implementation and administration;
- Good knowledge of county budgeting process and program accounting;
- Good knowledge of current methods for collecting, analyzing and interpreting statistical data;
- Good knowledge of research methods and techniques involved in planning;
- Good knowledge of group facilitation skills to gather public comment at meetings;
- Ability to prepare and supervise the preparation of complex plans for community development;
- Ability to develop work programs to accomplish multi-faceted projects;
- Ability to deal with tight deadlines and competing requests;
- Ability to prepare concise, well-constructed oral and written communications and reports that convey planning topics to the public;
- Creative problem-solving skills to gather relevant information to solve vaguely defined practical problems;
- Skillful application of spreadsheet, database, desktop publishing, geographic information systems, and word processing software;
- Ability to function on and lead teams of department staff, other County staff, representatives from other agencies, consultants, and/or interested citizens;
- Ability to understand and to give complex oral and written instructions;
- Initiative, resourcefulness, tact, and good judgment;
- Ability to communicate and deal effectively with department heads, local officials, legislators, business-people and residents and to advise, persuade, or influence them in adverse and tense conditions;
- Ability to exercise discretion and sound judgment;
- Ability to communicate with persons representing diverse public interests;
- Ability to travel, as required to fulfill the demands of the position in Tompkins County; and
- The employee's physical and mental condition shall be commensurate with the demands of the position, either with or without reasonable accommodations.

PHYSICAL, MENTAL AND ENVIRONMENTAL DEMANDS:

The employee must be able to sit for extended periods of time within a standard eight-hour work day. Other types of physical effort are minimal with the exception of the occasional requirement to lift boxes of office supplies and paper goods up to twenty pounds. The incumbent's visual acuity must be sufficient to enable him or her to see and accurately work with information on a computer screen. The employee's hearing must be sufficiently acute to enable him or her to hear, understand and carry out verbal instructions. The employee must have the physical ability to manipulate a computer keyboard and other types of office equipment. These fine motor skills include adequate hand/eye coordination and the full use of fingers, hands and arms to perform the essential functions of this job. Environmental factors include the ability to work closely and cooperatively in close physical proximity with others. He or she may occasionally be required to work alone. Almost all work is performed indoors in a temperature controlled environment, so excessive heat, cold, humidity, noise, etc., are not factors that are significant to this job. There may be minimal exposure to disagreeable conditions. The employee may at times be asked to drive to get to remote locations, or otherwise demonstrate the ability to meet the limited transportation requirements of this job. If an individual has limitations, the employee has the right to request reasonable accommodations in accordance with the ADA and as amended.

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Complete Scope of the examination and Expanded subtest descriptions:

1. Overseeing community promotion, cultural or special events programs and facilities

These questions test for the ability to plan, organize, and market programs and events. Questions may cover such topics as publicizing activities, supervising volunteers and other workers, and promoting visitor satisfaction and safety.

2. Educating and interacting with the public

These questions test for the ability to communicate with others in a manner consistent with good public relations practices. Questions will cover such concepts as interviewing or gathering information from others; participating in meetings or work groups; and presenting information to citizens, community organizations, staff and the media.

3. Marketing

These questions test for knowledge of principles and practices of marketing, particularly as related to promoting a product or service. Topics may include marketing and promoting various resources through specific programs, determining targeted groups of interest through research and data analysis, planning and implementing a marketing program, and measuring the effectiveness of the marketing effort.

4. Preparing written material

These questions test for the ability to present information clearly and accurately, and to organize paragraphs logically and comprehensibly. For some questions, you will be given information in two or three sentences followed by four restatements of the information. You must then choose the best version. For other questions, you will be given paragraphs with their sentences out of order. You must then choose, from four suggestions, the best order for the sentences.

5. Promoting and publicizing a program

These questions test for knowledge of the principles and practices related to promoting and publicizing a program or service in order to attract customers, clients,- or participants. Questions may cover such topics as researching and setting promotion objectives, appealing to various target audiences, and producing and distributing informational materials.

The New York State Department of Civil Service has not prepared a test guide for this examination. However, candidates may find information in the publication "How to take a written test" helpful in preparing for this test. This publication is available online at: <https://www.cs.ny.gov/testing/testguides.cfm>

FURTHER INFORMATION AND INSTRUCTIONS

Falsification of any part of the "Application for Employment" will result in disqualification.

Accepted candidates will be notified when and where to appear for the examination. If you do not receive your notice to appear at least three days before the date of the written examination, call Tompkins County Department of Human Resources at 274-5526. If an application is disapproved, due notice will be sent. This department does not make formal acknowledgment of the receipt of an application or take responsibility for non-delivery or postal delay.

Applicants must answer every question on the application form and make sure that the application is complete in all respects. Incomplete applications will be disapproved.

ACTIVE MILITARY PERSONNEL, VETERANS OR DISABLED VETERANS desiring to claim additional credit will request the Veterans Credits application form, at any time between the date of application for examination(s) and the date of the establishment of the resulting eligible list. You must meet the requirements set by NYS for these credits and they may be used only once. **YOU MAY NOT CLAIM ADDITIONAL CREDITS AFTER THE ELIGIBLE LIST HAS BEEN ESTABLISHED. IT IS THE CANDIDATE'S RESPONSIBILITY TO REQUEST THE VETERANS CREDIT APPLICATION FORMS AND TO SUBMIT THESE FORMS AND ANY SUPPORTING PAPERWORK BEFORE THE ELIGIBLE LIST IS ESTABLISHED.**

Tompkins County's written examinations are prepared and rated by the New York State Department of Civil Service in accordance with Section 23-2 of Civil Service Law. The provisions of the New York State Civil Service Rules and Regulations, which deal with the rating and review of the examinations apply.

The duration of the eligible lists may be fixed for a minimum of one and a maximum of four years and may be extended beyond four years if there has been a restriction against the filling of vacancies in that title.

The candidates must complete a separate "Application for Employment" for each open-competitive and/or promotional examination that the candidate is eligible to take.

All experience required meeting the acceptable training and experience is full-time experience. (Part-time experience will be credited on a prorated basis).

Appointment from an eligible list must be made from the top three candidates willing to accept the appointment.

Tompkins County is an Equal Opportunity Employer. As part of its efforts to provide employment opportunities to the physically handicapped, Tompkins County Civil Service has adopted a rule permitting the employment of qualified physically handicapped persons without competitive examination (pursuant to Section 55 of Civil Service Law). If you meet the minimum qualifications for this position and wish to know more about this rule, please contact the Tompkins County Department of Human Resources Office.

Unless otherwise notified, candidates are permitted to use quiet, hand-held, and solar or battery powered calculators. Devices with Typewriter Keyboards, Spell Checkers, Personal Digital Assistants, Address Books, Language Translators, Dictionaries or any similar devices are prohibited. You may not bring books or other reference materials.

CROSS-FILING - APPLYING FOR CIVIL SERVICE EXAMINATIONS IN MULTIPLE JURISDICTIONS WHEN EXAMINATIONS ARE SCHEDULED ON THE SAME DATE: When applying for examinations across multiple jurisdictions - all of which are scheduled on the same day - you must submit a Tompkins County Cross-Filing Form. This form must be submitted no later than 4:30 PM on the final filing date of the examination. On this form, list each examination that you are taking and then tell us where you would like to sit. The purpose is to ensure that all of the test materials for the various examinations that you are taking will be available in one location. If you do not provide the cross-filing form to us by the final filing date, we cannot ensure that we can accommodate your desire to cross-file. If any of the examinations are State level examinations, you must sit at the State test center. You will still need to complete the Tompkins County cross-filing form. If sitting at the State site, the State will notify you of when and where to report for your examination(s) and you should bring all admittance letters to the State site. If you are not taking a State examination, bring all admittance letters to your chosen testing site. If you have any question please call Tompkins County Department of Human Resources Department (607) 274-5526. The Cross File form is located at <http://www.tompkins-co.org/personnel/CivilSrvForms/index.html>

FOR RELIGIOUS ACCOMMODATION AND HANDICAPPED PERSONS: If special arrangements for testing are required, please indicate this on your application.

ALL CANDIDATES FOR EMPLOYMENT FOR POSITIONS IN SCHOOL DISTRICTS AND BOCES GOVERNED BY TOMPKINS COUNTY CIVIL SERVICE MAY HAVE THE FOLLOWING SPECIAL REQUIREMENT. PER CHAPTER 180 OF THE LAWS OF 2000, AND BY REGULATIONS OF THE COMMISSIONER OF EDUCATION, TO BE EMPLOYED IN A POSITION DESIGNATED BY A SCHOOL DISTRICT OR BOCES AS INVOLVING DIRECT CONTACT WITH STUDENTS, A CLEARANCE FOR EMPLOYMENT FROM THE STATE EDUCATION DEPARTMENT IS REQUIRED.

In conformance with Section 85-a of the Civil Service Law, children of firefighters and police officers killed in the line of duties shall be entitled to receive an additional ten points in a competitive examination for original appointment in the same municipality in which his or her parent has served. If you are qualified to participate in this examination and are a child of firefighter or police officer killed in the line of duties in this municipality, please inform this office of this matter when you submit your application for examination. A candidate claiming such credit has a minimum of two months from the application deadline to provide the necessary documentation to verify additional credit eligibility. However, no credit may be added after the eligible list has been established.â-

BACKGROUND INVESTIGATION: Applicants may be required to undergo a State and national criminal history background investigation, which will include a fingerprint check, to determine suitability for appointment. Failure to meet the standards for the background investigation may result in disqualification.

TOMPKINS COUNTY PERSONNEL DEPARTMENT, 125 EAST COURT STREET, ITHACA, NY 14850