

## **Position Announcement**

### **University of Minnesota Tourism Center**

**Title:** Tourism Specialist  
**Reports to:** Tourism Center Director

#### **ABOUT THIS POSITION**

In this position, you will work to develop, implement, and share research on tourism and outdoor recreation that informs program development, advises tourism-related decisions, and contributes to a successful and sustainable tourism industry. To do this, you will connect with Minnesota communities, industry experts, and colleagues.

This role will capitalize on experience in the design, implementation, evaluation, and application of research related to outdoor recreation, sustainable tourism, and traveler behavior. The successful candidate also has the ability to design and deliver research-based educational programs.

This position will also give you the opportunity to enhance and expand a nationally recognized extension program focused on tourism. The Tourism Center is recognized in Minnesota for its leadership in tourism research and the direct application of that research in communities. You will join a high impact and high-performance team that is passionate about communities and the industry. You will collaborate with team members located across the state of Minnesota, who will provide you with both networks and insights into regional tourism issues. You will also connect with campus-based faculty.

The position will report to the Tourism Center director (the primary supervisor) and will collaborate with colleagues as appropriate to fulfill Extension's and the Tourism Center's missions.

#### **LOCATION OF POSITION**

The position will be located in Coffey Hall on the St Paul campus of the University of Minnesota. The person will also serve as a member of statewide program teams. Hybrid schedule is a possibility. However, travel for work is expected as needed.

#### **RESPONSIBILITIES AND PERFORMANCE EXPECTATIONS:**

##### **Applied research: 65%**

- Assume leadership on research related to tourism, outdoor recreation, and traveler behavior
- Collaborate with colleagues on the design, implementation, dissemination, and

evaluation of tourism and outdoor recreation research, with communication of findings tailored to be appropriate to the audience

- Develop and secure funds and resources to support research through grants, fee-for-service, third party reimbursement and other means
- Use technology to communicate, collect information, and design and deliver research-based information
- Collaborate with supervisor to establish, evaluate, and report on annual work goals, activities, impacts and outcomes that align with program-area priorities and demonstrate progress on required criteria associated with promotion in academic rank.

**Education: 25%**

- Develop and deliver research-based educational programs to support the tourism and outdoor recreation industry and communities engaging in tourism and outdoor recreation

**Marketing, professional development, networking: 10%**

- Develop and maintain effective university, regional, and state partnerships that further the development and delivery of Tourism Center work
- Support the Tourism Center Director in public relations and marketing work for the Center
- Utilize annual budget allocation to continue professional development in scholarship/research via conferences, self-directed study, and other appropriate means of maintaining a high level of expertise

**REQUIRED QUALIFICATIONS**

- Master's degree in tourism, outdoor recreation, natural resources, or a related field at time of appointment.
- Experience in applying for external resources to support research, including grants, fee-for-service, third party reimbursement, and other means
- Ability to design, implement and report on consumer and community-based research
- Ability to apply research to program design, delivery, and evaluation
- Experience in applying research to community-based problems
- Skills in developing and maintaining effective working relationships with colleagues, partners, and stakeholders
- Excellent written and oral communication skills in English.
- Demonstrated ability to use technology for communication, information gathering, program delivery and reporting
- Experienced in Google and Microsoft suite applications.
- Proven ability to effectively work with diverse stakeholders, colleagues, partners, and participants
- Commitment to ongoing professional development.

**ADDITIONAL REQUIREMENTS**

- Must have reliable vehicle, a valid driver's license, and appropriate insurance for traveling

throughout the state. It is possible to use the fleet service at the University of Minnesota.

- Must be able to travel to off-site locations regularly, including occasional overnight trips
- Must have reliable internet when working remotely
- This position is not eligible for employment visa sponsorship
- Ability to work on computer for prolonged periods of time

### **PREFERRED QUALIFICATIONS**

- PhD in tourism, outdoor recreation, natural resources, or a related field at time of appointment
- Experience designing and delivering informal or formal educational programs in non-classroom environments.
- Three years of related professional experience post-graduate degree. Related professional experience includes performing research in related organizations such as higher education; community or interest-based organizations; state, regional or local development agencies; businesses; or cooperative extension.
- Prior success in garnering external resources to support research, including grants, fee-for-service, third party reimbursement, and other means
- Experience in the use of educational technology
- Experience bringing successful educational programs to underserved or marginalized communities
- Refereed publications related to travel or tourism, outdoor recreation, natural resources, or related fields

### **ABOUT THE TOURISM CENTER**

The University of Minnesota Tourism Center is part of the Center for Community Vitality at the University of Minnesota Extension. Celebrating its 35<sup>th</sup> year, the Tourism Center empowers, prepares, and supports the tourism industry for success and sustainability. The Tourism Center uses research-based education and applied research to inform decisions, educate the tourism workforce and engage communities. Find further information at [www.tourism.umn.edu](http://www.tourism.umn.edu)

The Department of Community Development (CD) is one of four departments at University of Minnesota Extension. CD makes a difference by engaging the people of Minnesota to strengthen the social, civic, economic and technological capacities of their communities. The faculty and staff of the Center specialize in community economics (CE) and leadership and civic engagement (LCE), in addition to the work of the Tourism Center.

The University of Minnesota Extension discovers science-based solutions, delivers practical education, and engages Minnesotans to build a better future. Find further information at [www.extension.umn.edu](http://www.extension.umn.edu)