

COB - BOSAIR FORM

02/24/2026 4:38 PM (MST)

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BOARD OF SUPERVISORS AGENDA ITEM REPORT (BOSAIR)

All fields are required. Enter N/A if not applicable. For number fields, enter 0 if not applicable.

Award Type: Agenda Item

Is a Board Meeting Date Requested? Yes

Requested Board Meeting Date: 03/24/2026

Project Title / Description: Classification and Compensation Matters - New Job Classification

Agenda Item Report

Introduction / Background: The Human Resources Department has created a new job classification to be added to our Classification System.

Discussion: The proposed Attractions and Tourism Specialist classification will add an administrative level role to the Attractions and Tourism Department responsible for promoting local attractions, experiences, and destinations to increase visitor engagement and economic impact to the County.

Conclusion: The proposed new job classification will provide an accurate description of the work assigned to the position within the department. Furthermore, the proposed new job classification has been assigned a salary grade appropriate to the body of work inherent to the position and the qualifications required to perform it.

Recommendation: It is recommended the following job classification be approved for use within the County's classification system:
Class Code: 6117, Class Title: Attractions and Tourism Specialist, Pay Grade: 08, Salary Range: \$48,422.40 - \$65,395.20, EEO Code: 6 (Administrative Support), FLSA Code: Non-Exempt (paid overtime).

Fiscal Impact: The creation of this new classification has no immediate cost impact to the County as any additional costs incurred in hiring a position allocated to the classification will be borne by the user department from within their current budget. Cost impact in future budget years will be planned for by the user department through the County's normal budget process.

Support of Prosperity Initiative: 12. Improve Financial Capability

Provide information that explains how this activity supports the selected Prosperity Initiative The position supports, promotes, and oversees activities that impact tourism at our local attractions as well as within the Courthouse. This position works with local small businesses and artisans to supply goods and services to the County, from the vendors for events, to the artists performing music, or selling their wares in the gift shop. The position also works with the County's leased properties and outside

agency attractions to help connect local small businesses and artists with these entities to give them access to do business and gain exposure which will help them grow and prosper.

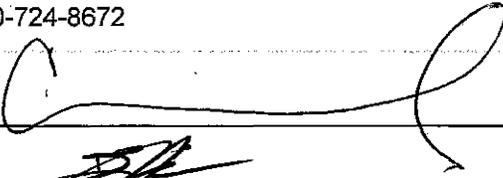
Board of Supervisor District:

- 1
- 2
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Department: Human Resources

Name: Autumn O'Connor

Telephone: 520-724-8672

Department Director Signature:  Date: 2/24/26

Deputy County Administrator Signature:  Date: 2-24-2026

County Administrator Signature: _____ Date: 2/25/26



6117 – Attractions and Tourism Specialist

IDENTIFICATION

CLASSIFICATION CODE

6117

TITLE

Attractions and Tourism Specialist

STRUCTURE AND GRADE

08

FLSA STATUS

Non-Exempt

JOB SUMMARY

The Attraction and Tourism Specialist is responsible for promoting local attractions, experiences, and destinations to increase visitor engagement and economic impact. This role supports tourism marketing initiatives, collaborates with attraction partners, and assists in developing programs that enhance the visitor experience.

ESSENTIAL FUNCTIONS

As defined under the Americans with Disabilities Act, this classification may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class. Work assignments may vary depending on the department's need and will be communicated to the applicant or incumbent by the supervisor.

- Assists the Events Manager with the execution of event rentals including meeting areas set-up, and tear-down;
- Represents work unit at various meetings, conferences, or on committees and provides specialized expertise related to area of assignment;
- Develops, maintains and manages databases using automated information systems and compiles/reviews/monitors information for reporting purposes;
- Coordinates and provides oversight for County events, including scheduling with venues and managing event logistics;
- Promotes local attractions, events, and tourism assets through marketing campaigns, partnerships, and outreach efforts;
- Serves as a liaison between tourism organizations, attraction operators, hospitality partners, and community stakeholders;
- Assists in the development and execution of tourism marketing strategies, including digital, print, and social media initiatives;
- Collects, maintains, and analyzes tourism-related data such as visitor metrics, attraction attendance, and market trends;
- Supports the creation and ongoing maintenance of promotional materials including brochures, itineraries, website content, and visitor guides;
- Provides administrative support to the tourism department, including scheduling meetings, preparing agendas, and recording meeting notes;
- Processes invoices, purchase orders, reimbursements, and expense tracking in accordance with department procedures;
- Compiles monthly, quarterly, and annual reports related to tourism activity, marketing performance, and partner engagement;
- Collects, organizes, and analyzes visitor data, attraction statistics, and industry metrics;
- Assists with grant applications, compliance documentation, and reporting requirements.



6117 – Attractions and Tourism Specialist

MINIMUM QUALIFICATIONS

1) Associate's degree from an accredited college or university in one of the following disciplines: hospitality, marketing, communications, public administration, business administration, management, or a closely related field as determined by the department head at the time of recruitment **AND** one year of professional experience in public or business administration. (Relevant experience and/or education from an accredited college or university may be substituted.)

OR:

2) One year with Pima County as an Administrative Specialist I or another closely related classification.

LICENSES AND CERTIFICATES

All positions require a valid Arizona Class D driver license at the time of application. This position is required to be authorized to act as an Agent for Pima County's property government liquor license and must meet all Arizona Department of Liquor Licenses & Control (DLLC) requirements. Failure to obtain / maintain the required licensure/authorization shall be grounds for termination.

SPECIAL NOTICE ITEMS

This position will be required to work a schedule including rotating days, evenings, weekends, and holiday shifts.

SELECTION PROCEDURE

Pima County Human Resources Department reserves the right to admit to the selection process only those candidates that meet the minimum qualifications. All applications will be assessed based on an evaluation of the listed education and experience. The hiring authority will interview and select the successful candidate from a referral list provided by Human Resources. Additional assessments/testing may be required as part of the selection process.

EEO INFORMATION

Pima County Government is an Equal Employment Opportunity employer. We are committed to an inclusive and diverse workforce and will not discriminate in employment opportunities or practices on the basis of race, color, religion, national origin, age, disability, gender, sexual orientation, kinship, political interest, or any other characteristic protected by law.

PHYSICAL / SENSORY WORK REQUIREMENTS

Ability to work in cold or hot conditions when necessary.
Ability to walk and climb steps around property.
Ability to lift up to 30 pounds for short distances or to unload gear. Any other physical and sensory requirements will be determined by position.

WORKING CONDITIONS

Working conditions will be determined by position.