



## Community Tourism Development Specialist Position Description

**Title:** Community Tourism Development Specialist

**Job code:** 9624CE Asst Ext Prof-Community Econ

**Employee Group:** Professional and Academic (P&A)

**Full/Part Time (FTE):** Full-time

**Regular/Temporary:** Regular

**Office location:** Coffey Hall, 1420 Eckles Ave., St. Paul, MN 55108

**Estimated salary range:** \$75,000 - \$83,000

**Apply by:** September 16, 2026

### About the Job

The University of Minnesota (UMN) Tourism Center, housed in UMN Extension's Department of Community Development, is hiring a Community Tourism Development (CTD) Specialist to lead the CTD work portfolio at the Tourism Center, in collaboration with colleagues across the Department, Extension, and the UMN system, as well as external partners. The position will report to the Tourism Center director and will collaborate with colleagues to fulfill the missions of the Tourism Center, the Department of Community Development and the University of Minnesota Extension.

The CTD Specialist will join a high-impact and high-performance team passionate about communities and the tourism industry. The CTD Specialist will be expected to enhance and expand an Extension Tourism program recognized nationally and in Minnesota for its leadership in tourism programming, community coaching, and applied tourism research.

The Specialist will design, develop, and deliver research-based CTD programs and community coaching. This position will develop and lead an Area of Excellence (AoE) in CTD, a resource hub for Department staff that houses expertise and tools used to develop and support programs that serve communities. The CTD Specialist will develop, implement, and share applied research on CTD that informs program development and contributes to successful and sustainable CTD work in Minnesota. The Specialist will also build strong relationships with communities, stakeholders, and industry experts across Minnesota.

### Location and Work Environment

The position will be located in Coffey Hall on the St Paul campus of the University of Minnesota. A flexible schedule is a possibility, with at least three days working in the office when not programming in the communities.

## Work Schedule

Full time schedule with occasional evening and weekend work, depending on projects' and communities' needs. Driving and travel for work is expected as needed. Overnight stays required 3-4 times a year.

## Primary Responsibilities

### **Community Tourism Development (CTD) programming: 60%**

- Contribute to implementing the Tourism Center 2026-2030 strategic plan by assuming leadership of the CTD work portfolio at the Tourism Center. Responsibilities include:
  - Revamping existing programs to offer greater flexibility and coaching opportunities to meet communities' needs
  - Creating and delivering research-based educational programs, in collaboration with colleagues, to support community tourism development in Minnesota
  - Initiating, leading, and contributing to CTD programs and projects that meet the needs of Minnesota communities
- Develop and lead the Area of Excellence (AoE) in CTD in collaboration with department colleagues, with support from the Tourism Center Director. This AoE will ensure Educators in the department are more attuned to communities' CTD needs and better equipped to leverage CTD for community economic development, particularly in small rural communities.
- Contribute to other AoEs in Extension's Department of Community Development as appropriate, e.g., placemaking, entrepreneurship, etc.
- 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.

### **Community Tourism Development (CTD) applied scholarship: 25%**

- Assume leadership of applied research related to CTD, by responding to communities' inquiries, initiating, designing and implementing projects, and disseminating project results..
- Given time, updating the Community Tourism Development Manual.
- Develop and secure funds and resources to support applied scholarship on CTD, through grants, fee-for-service, third party reimbursement and other means, in collaboration with faculties, Extension Educators, and partners.
- Collaborate with colleagues on the design, implementation, dissemination, and evaluation of applied CTD research, with communication of findings tailored to be appropriate to the audience.

### **Partnership building, marketing, and professional development: 15%**

- Build and maintain effective relationships across the University of Minnesota and with public agencies, regional & economic development organizations, philanthropic organizations, communities, and other partners to stay informed and relevant, to leverage resources, and to strategically pursue external opportunities.
- Connect with Extension professionals working in tourism across the country, primarily through the National Extension Tourism Network.
- Support the Tourism Center Director in public relations and marketing for the Center.
- Utilize annual budget allocation to continue professional development via conferences, self-

directed study, and other appropriate means of maintaining a high level of expertise.

## Qualifications

### Required Qualifications

- Master's degree, at time of application, in tourism, community development, or a related field.
- Two years of professional experience in designing, developing, and delivering programming and community coaching on CTD.
- Ability to apply research to program design, delivery, and evaluation.
- Proven ability to develop and maintain effective relationships with stakeholders, communities, colleagues, partners, and participants.
- Experience in applying for external resources to support programs and applied research, including grants, fee-for-service, third party reimbursement, and other means.
- Ability to design, implement and report on community-based applied research to help communities inform their decisions and meet their challenges.
- Demonstrated ability to use technology for communication, information gathering, research, program delivery and reporting.
- Excellent written and oral communication skills in English.
- Experienced in Google and Microsoft Office suite applications.

### Additional Requirements

- Must be able to drive, have a 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 drive to off-site locations regularly, including occasional overnight trips.
- Must have reliable internet when working remotely.
- Ability to work on computer for prolonged periods of time.
- Ability to work in different buildings and temperature conditions, as well as outdoor environments

### Preferred Qualifications

- Ph.D. in tourism, community development, or a related field at time of appointment.
- Experience designing and delivering informal or formal educational programs in non-classroom environments.
- Related progressive professional experience in designing and delivering impactful programs in communities, creating curriculum for adult education, and performing applied research that informs community decision making in related organizations such as cooperative extension, higher education; community or interest-based organizations; state, regional or local development agencies.
- Prior success in garnering external resources to support research and programming, including grants, fee-for-service, third party reimbursement, and other means.
- Experience in using educational technology.
- Demonstrated ability to quickly learn and continually develop

## About the Department

University of Minnesota Extension is a major outreach arm of the University of Minnesota, a land grant institution with a mission to serve the public through applied research and education. Our mission is to make a difference by connecting community needs and University resources to address critical issues in Minnesota. Extension strives to attract and retain high-quality, passionate employees. Find further information on the [Extension website](#).

The University of Minnesota Tourism Center is a part of the Department of Community Development at the University of Minnesota Extension. Our mission is to help communities realize the economic, social, and environmental sustainability of tourism and outdoor recreation. The Tourism Center is focused on three priority areas: community tourism development, outdoor recreation, and agritourism. Center staff collaborate extensively with colleagues in Extension and across the University of Minnesota system, Advisory Committee members, and external partners. 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. The Department's mission is partnering with communities to develop capacity, tools, and programs that respond to community needs. The Department specializes in community economics and leadership and civic engagement, in addition to the work of the Tourism Center.

## Pay and Benefits

**Pay Range:** \$75,000-\$83,000; depending on education/qualifications/experience

**Time Appointment:** 100% Appointment

**Position Type:** Faculty and P&A Staff

Please visit the [Office of Human Resources](#) website for more information regarding benefit eligibility.

The University offers a comprehensive benefits package that includes:

- Competitive wages, paid holidays, and generous time off
- Continuous learning opportunities through professional training and degree-seeking programs supported by the [Regents Tuition Benefit Program](#)
- Low-cost medical, dental, and pharmacy plans
- Healthcare and dependent care flexible spending accounts
- University HSA contributions
- Disability and employer-paid life insurance
- Employee wellbeing program
- Excellent retirement plans with employer contribution
- [Public Service Loan Forgiveness \(PSLF\)](#) opportunity
- Financial counseling services
- Employee Assistance Program with eight sessions of counseling at no cost
- [Employee Transit Pass](#) with free or reduced rates in the Twin Cities metro area

While our salary ranges provide a framework, it is important to note that most of the time, the initial pay may not reach the maximum of the range. This approach ensures that compensation reflects the value and unique contributions of each candidate while maintaining equity within our

organization. As part of our commitment to fair and equitable compensation, please be aware that the salary offered to incoming candidates will be based on their individual credentials and experience.

## **How to Apply**

Please apply from the [U of M job site](#), Job Opening ID: 375643

Applications must be submitted online. To be considered for this position, please click the Apply button and follow the instructions. You will be given the opportunity to complete an online application for the position and attach a cover letter and resume.

Additional documents may be attached after application by accessing your "My Job Applications" page and uploading documents in the "My Cover Letters and Attachments" section.

To request an accommodation during the application process, please e-mail [employ@umn.edu](mailto:employ@umn.edu) or call (612) 624-8647.

## **Employment Requirements**

Any offer of employment is contingent upon the successful completion of a background check. Our presumption is that prospective employees are eligible to work here. Criminal convictions do not automatically disqualify finalists from employment.