GAVIN NEWSON
GOVERNOR

STATE OF CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-BIZ)

POSITION DUTY STATEMENT

Classification Title	**Unit**	**Name**
Staff Services Analyst	Office of Tourism	
Working Title	**Position Number**	**Effective Date**
Tourism Assessment Analyst	373-104-5157-001	

GENERAL STATEMENT
Under the general supervision of the Staff Services Manager I, Office of Tourism, the Staff Services Analyst, performs analytical duties associated with the service, filing, and database maintenance of the Tourism Assessment Program. The California Tourism Market Act provides for the marketing of California through an assessment of businesses that benefit from travel and tourism. The Tourism Assessment Program is responsible for assisting with the identification of those businesses and the collection of the assessment.

ESSENTIAL FUNCTIONS	
35%	**<u>Tourism Assessment Filings</u>** Support the creation and mailing of all Tourism Assessment Program correspondence utilizing appropriate software and machinery. Identify, process and match received payments for assessed businesses through banking and CRM database interfaces. Process payment returns (returned checks/electronic payments). Verify, balance, and follow-up on any discrepancies in payments received. Partner with California Travel and Tourism Commission Finance Department on any issues impacting reconciliation of deposits received or if month end close will be delayed. Collaborate with Assessment Staff to identify filing errors and proactively reach out to assessed businesses if an existing communication does not address the identified issue. Gather supporting documentation for all financial transactions for audit purposes. Process refunds, payment plans, or appeals as identified through the CRM database interface. Scan and index supporting documents for electronic storage.
30%	**<u>Customer Interface</u>** Respond quickly to phone, chat, e-mail, mail, and fax inquiries. Maintain professionalism and be a valued resource to inquirers. Gather information for assessed businesses needing assistance with understanding of Tourism Assessment Program Requirements. Have a strong understanding of the California Tourism Marketing Act and program benefits to educate businesses or other representatives (ROI, County Impact Reports). Contact assessed businesses following the Office of Tourism Communication Plan or to address a filing concern or delinquency.

20%	**Database Maintenance** Input new data into CRM database following Office of Tourism Policy and Procedures. Update data on account and contact records (Contact information, address, ownership etc.) to ensure consistency and accuracy. Make clear and concise activity notes following every interaction or update within theCRM database. Assist the California Travel and Tourism Commission with quality checks to ensure accuracy of CRM database (Audit flags, duplications, category type). Assist with identification of potentially assessable businesses. Analyze new records (Completeness, accuracy, links, and duplications). Analyze exempt records (Validation of provided documentation, financial patterns, historical reporting). Correct errors as necessary following Office of Tourism Policy and Procedures and note corrections in database.
10%	**Leadership** Update and Maintain Office of Tourism Policy and Procedures impacting job functions. Present Assessment Program operations to officials or to new member of the organization. Train and educate new team members on Office of Tourism Policy and Procedures.
Non-Essential Duties	
5%	**Administrative Support** Serve as a backup for administrative support for the Office of Tourism. Take and disseminate minutes from Assessment Staff Meetings. Other duties as assigned.

SUPERVISION EXCERCISED
None

SUPERVISION RECEIVED
The Staff Services Analyst will work under the direct supervision of the Staff Services Manager I, Office of Tourism

PUBLIC AND INTERNAL CONTACTS
During the course of work, the incumbent has regular and frequent contact with governmental agencies, high-level members of business and economic development communities, private citizens and appointed and elected officials. These contacts command a high degree of sensitivity and awareness of the functions and interrelations of various government and private organizations.

INITIATIVE AND INDEPENDENCE OF ACTION
The incumbent is relied upon to develop and ensure the completion of assignments, and delegate work in complex situations without direct supervision. This position also requires a high level of problem-solving, technical skills, perceptive judgment, independence of action, and accurate assessment of intricate situations.

CONSEQUENCE OF ERROR
Delays, mistakes, or errors in judgment can lead to inaccurate information, poor relations, loss of credibility, and the loss of jobs and critical financing in California communities.

CERTIFICATION
This duty statement fairly represents actual responsibilities, duties performed and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Personnel Office. I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

Employee Signature:

_____	_____
Staff Services Analyst	**Date**
Employee's Printed Name: _____	

Supervisor's Signature:

_____	_____
Staff Services Manager I, Office of Tourism	**Date**
Supervisor's Printed Name: _____	