

STATE OF WISCONSIN  
CLASSIFICATION SPECIFICATION

TOURIST INFORMATION ASSISTANT  
CLASSIFICATION SERIES

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under Wis. Admin. Code ER 2.04 for making classification decisions relative to positions which have public contact to provide tourist information services. This classification specification is not intended to identify every duty which may be assigned to the position, but is intended to serve as a framework for classification decision making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This series encompasses positions involved in the provision of tourist information services requiring regular communication with the general public, the hospitality industry, and/or other state agencies and a working knowledge of Wisconsin’s recreational facilities and areas, and the laws and regulations which govern them.

C. Exclusions

Excluded from this classification are the following types of positions:

1. Positions which meet the definition of supervisor and confidential as defined in s. 111.81(19) and (7), Wis. Stats.
2. Positions which do not require knowledge of Wisconsin’s recreational facilities and areas, or the laws and regulations which govern them, for the purpose of the provision of tourist information to the general public, the hospitality industry, and/or other state agencies and are more appropriately allocated to the Office Associate, Office Operations Associate or Operations Program Associate classification.
3. All other positions which are more appropriately identified by other classifications

D. Definitions of Terms Used in this Classification Specification

Terms that are used in conjunction with the above classification factors within this series are:

**Routine Difficulty:** The work is usually repetitive and the employee works from detailed instructions. The difficulty is limited to accuracy and speed.

**Moderate Difficulty:** Means that the employee is confronted with a variety of breadth of duties susceptible to different methods of solution which in turn places a correspondingly higher demand on resourcefulness. Supervisors of employees engaged in routine assignments, journey level personnel and paraprofessional employees usually perform work of moderate difficulty.

**Considerable Difficulty:** Refers to duties which require independent judgment; many factors must be considered and weighed before a decision can be reached. Usually positions requiring the planning, development or coordination of activities or programs or part thereof and the direction or coordination of employees fall into this category.

**Close Supervision:** The employee has very limited authority to select alternative work methods or to render independent judgments of any consequence. Each task is performed according to detailed instructions written or oral. Assignments may be of short duration and when completed are usually checked for accuracy and adherence to instructions and established regulations.

**Limited Supervision:** Implies that the incumbent proceeds on his or her own initiative while complying with policies, practices and procedures prescribed by the supervisor. The supervisor generally answers questions only on the more important phases of the work

**General Supervision:** The employee usually receives general instructions with respect to the details of most assignments but is generally free to develop own work sequences within established procedures, methods and policies. The employee may be physically removed from the supervisor and subject to only systematic supervisory checks.

E. Entrance Into and Progression Through This Classification Series

Entrance into a position in this classification will be by competition. Progression to the senior level may be by reclassification when the incumbent has gained the necessary education and experience and has successfully been performing the higher level duties for at least six months under general supervision.

**II. CLASS DEFINITIONS**

**TOURIST INFORMATION ASSISTANT**

This is entry level public contact work of routine progressing to moderate difficulty in a tourist information office or center. Positions allocated to this class provide information to tourists, the general public, the hospitality industry, and/or other state agencies in person, by phone, e-mail and in writing, answering questions concerning Wisconsin's recreational areas and opportunities for the majority of the

time. Other duties will include administrative support work for the office or center. Work is performed under close progressing to limited supervision.

Examples of Work Performed:

- Communicates with tourists in person or by phone, answers questions, and dispenses information regarding state parks, resort areas, historical sites, camping and boating opportunities, scenic areas and other tourist attractions or points of interest.
- Assists tourists in planning itineraries throughout or in a certain area of the state, and provides information concerning highway routes and traffic laws.
- Provides information concerning hunting, fishing, boating, and camping regulations.
- Assists in preparing recreational research studies.
- Keeps office records and makes reports.
- Responds to requests for departmental brochures.
- Prepares monthly summaries of the number and type of informational requests handled.
- Researches information, when necessary.
- Gathers and selects materials for new brochure releases.
- Maintains inventory of handout materials.

**TOURIST INFORMATION ASSISTANT—SENIOR**

This is public contact work of considerable difficulty in a state tourist information office or center. Positions allocated to this class perform and lead in the majority of the functions assigned to the entry level, and, in addition, are responsible for performing a variety of administrative tasks related to the operation of an office or center. Positions at this level may also be responsible for updating reference literature and/or price listings, as well as keeping informed regarding changes in current laws, rules, and regulations affecting state tourism. Positions use content management tools, publish online content and edit online and print content. Work is performed under general supervision.

Examples of Additional Work Performed:

- Plans, assigns, and guides the activities of a unit engaged in the dissemination of state tourist information and/or the provision of recreational services to the public.
- Serves as leadworker to lower level information personnel as necessary.
- Prepares recreational research studies.
- Composes correspondence in response to requests for information.
- Contacts the operators of motels, hotels, resorts, local chambers of commerce, resort associations, etc., to obtain advertising literature and to keep informed of price changes.
- Trains new employees for the customer service center.
- Updates literature to reflect changes in rules and regulations, etc.
- Provides database, website, publications and social media program support.

**III. QUALIFICATIONS**

The qualifications required will be determined on a position-by-position basis at the time of recruitment. Such determination will be made based on an analysis of the objectives and tasks performed and on an identification of education, training, work, or other life experience which would provide reasonable assurance that the skills required to perform the tasks and the knowledge required upon appointment have been acquired.

### **III. ADMINISTRATIVE INFORMATION**

The specification was created effective September 9, 2012 and announced in Bulletin OSER-0311-MRS/SC to replace the 1979 Tourist Information Assistant 1-3 classification series which had not been updated with changes in the field and was abolished in the same bulletin. The new classification identifies the current environment and duties of the positions.

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