

TOURISM DEVELOPMENT DIRECTOR

MAJOR FUNCTION

This is highly responsible management, administrative, and supervisory work in directing and coordinating a comprehensive program of tourism development and promotion for Marion County.

ESSENTIAL FUNCTIONS

The following statements describe the principal functions of this job and its scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including working in other functional areas to cover absences or relief, to equalize peak work periods, or otherwise to balance the work load.

- Serves as Director of Marion County Tourist Development.
- Develops integrated marketing, advertising, media and public relations strategy and tactics in coordination with the bureau's advertising agency; identifies tourist demand, monitors competition, and establishes needed product.
- Develops and implements comprehensive tourist development plan for Marion County; secures organizational commitment to the plan from the Tourist Development Council, TDC Marketing Committee and the Board of County Commissioners.
- Develops and manages annual tourist development tax budget; reviews and authorizes all expenditures, analyzes variances and makes adjustments through appropriate county channels. Prepares special reports.
- Identifies short and long term issues; recommends initiatives, evaluates alternatives and provides information and commentary relative to deliberations and implements directives.
- Represents the county in cooperative local, regional and statewide promotional efforts; fosters intra-governmental business, media and public awareness of tourism issues; coordinates efforts with other county entities including intra-governmental departments and private sector organizations.
- Directs organization staff and activity, assigns and monitors work product and appraises effectiveness.
- Maintains, strengthens professional and technical knowledge by attending industry conferences, reviewing professional publications, establishing professional networks and participating in industry development organizations.

SECONDARY FUNCTIONS

- Performs other tasks as required.

TOURISM DEVELOPMENT DIRECTOR

CUSTOMER SERVICE

This is a front-line position for providing excellent customer service to members of the general public and other County employees. Personal contact occurs with other employees of the unit, employees of other departments in the County, citizens, and customers of the department. Service is provided in person or by phone contact.

SUPERVISION

Direct supervision over a relatively small number of employees. Includes assigning, directing, evaluating, and reviewing work of subordinate employees. Responsibilities include providing on-the-job training; evaluating job performance; recommending selection of new staff members, promotions, status changes, and discipline; and planning, scheduling, and coordinating work operations.

EDUCATION, EXPERIENCE, LICENSES, CERTIFICATIONS

Education and Experience.

Bachelors Degree in Economics, Journalism, Marketing, Business Administration, Communications or a related field, and five (5) years or more of relevant experience marketing a tourist destination. Experience should include extensive experience in a destination management leadership role at a Convention & Visitors Bureau or other tourism promotion agency or an equivalent combination of training, education and experience.

Licenses.

Valid Florida Driver License.

JOB SKILLS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skills, and ability required.

Language Skills

- Ability to read, analyze, and interpret most complex documents.
- Ability to respond effectively to the most sensitive inquiries or complaints. .
- Ability to write speeches and articles using original or innovative techniques or style.
- Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and or boards.

Mathematical Skills

- Ability to apply advanced mathematical concepts such as exponents, logarithms, quadratic equations.

TOURISM DEVELOPMENT DIRECTOR

- Ability to apply mathematical operations to such tasks as frequency distribution, determination of test reliability and validity, analysis of variance, sampling theory, and factor analysis.

Problem Solving Ability

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Develops plans, policies, specifications, programs, continually.
- Functions independently as an expert in matters of specialized code, rules, policy, analysis, advanced budgetary, accounting systems, or complex scientific or technical systems.

Specialized Skills and Abilities

- Knowledge of national tourism policies programs, and organizations..
- Knowledge of principles of management, marketing, communications, publicity, and advertising, relative to tourism development.
- Must be well organized and able to manage several projects concurrently. Ability to meet multiple deadlines.
- Ability to build consensus among disparate groups and individuals.
- Knowledge of the operations and practices of local government, including budget administration.
- Skill in strategic planning.
- Skill in research and statistical principles.
- Skill in creative written and oral communication.
- Ability to manage outside advertising agency vendor.
- Ability to assimilate and analyze information from a variety of sources, and recommend courses of action, including alternatives.
- Ability to plan, organize, and effectively present ideas, concepts, and alternatives to diverse audiences.
- Ability to identify and secure funding/grants from external sources.
- Ability to effectively supervise paid and volunteer workers.

TOURISM DEVELOPMENT DIRECTOR

- Ability to remain calm in stressful situations.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns. Includes the ability to build a constructive team spirit where team members are committed to the goals and objectives of the team.

PHYSICAL DEMANDS

While performing the duties of this job, the employee will occasionally be required to stand, walk, and lift up to fifty pounds; will regularly be required to sit, talk or hear; and will frequently be required to use finger, handle, or feel. Special vision requirements are close, distance, and color vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will occasionally be exposed to work in outdoor weather conditions. The typical noise level for this environment is moderate.

Established: 11/2005
Pay Grade: 24
Job Description Number: 1199

Category: 1
Status: Exempt
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