



Job Description

Job Title: TOURISM DIRECTOR

Department: Administrative

Immediate Supervisor: Town Manager

Employment Status: Full time

Salary Range: \$27,000-\$30,000

Exempt: Exempt

Overall purpose and objective of this position: Develop, plan, and direct tourism marketing programs; conduct market research; promote the Town's tourism assets, programs, events, and resources as assigned.

Major responsibilities:

1. Develop a visionary tourism marketing plan for the Town based on existing or newly developed programs, resource allocation, and industry trends and data.
2. Reviews visitor data and conducts market research to develop plans for programs and advertising.
3. Manages website and social media.
4. Develops, organizes, and promotes special events and activities for the Town.
5. Maintain public contacts and promote Town tourism throughout the county and state.
6. Enthusiastically develops and conducts community awareness programs; oversees the development, production, and distribution of brochures, media kits, visitor guides, and other advertisements.
7. Researches, writes, and administers available grant opportunities to assist funding for tourism and economic development projects.
8. Prepares and monitors departmental budget.
9. Work toward achieving Visitor Center certification and designation as a Main Street community.

Perform all other duties as deemed necessary or specified by the Town Manager.

This position may be closely, moderately, or minimally supervised.

This position has supervisory responsibility.

Education and experience requirements:

Minimal H.S. Diploma; prefer a degree in marketing, public relations, or a closely related field and 1-2 years' experience in marketing or public relations work; or any combination of training and experience which provides the required skills, knowledge, and abilities.

Skills and Knowledge Requirements:

Interacts with employees, citizens, businesses, and visitors of the town, county officials, and/or other tourism officials.

Work requires high degree of accuracy and great attention to detail. Must possess excellent organizational and time management skills.

Must be able to respond to several requests, prioritizing, and coordinating with other staff professionals.

Knowledge of tourism industry.

Able to design and compose publications and presentations.

Knowledge of Microsoft Word and Excel.

Working knowledge of social media and Internet.

Equipment: Computer, copier, fax, postage machine, or other office equipment.

The above declarations are not intended to be an all-inclusive list of the duties and responsibilities of the job described. Rather, they are intended only to describe the general nature of the job.

Employee's signature below indicates agreement with this position description. The employee's supervisor will also sign this job description. The employee will receive a signed copy. The original signed copy will be maintained in the employee personnel file.

This job description has been reviewed and a copy given to the employee whose signature appears below. The employee understands and agrees that these duties and responsibilities are not all encompassing, and the employee is expected to function as a team member, assisting other employees as time and abilities permit.

Employee: _____ Date: _____

Supervisor: _____ Date: _____