

# Tourism Director

Dept: Tourism

FLSA Status: Exempt

## General Definition of Work

Performs complex administrative work planning, organizing and overseeing tourism; develops and administers marketing strategy and programs, conducts market research, promotes County tourism assets, programs, events and resources, and related work as apparent or assigned. Work involves setting policies and goals under the direction of the Tourism Development Authority and County Manager. Departmental supervision is exercised over all personnel within the department.

## Qualification Requirements

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

## Essential Functions

- Maintains public contacts and promotes county tourism in the community, state, nationally and internationally.
- Conducts research and develops strategic and marketing plans for the Tourism Development Authority; analyzes success of marketing and promotional plans and programs.
- Develops and implements matching funds grants, sponsorships and cooperative marketing programs.
- Prepares, executes and monitors the department budget.
- Supervises and directs the tourism staff and makes the day-to-day executive decisions necessary to accomplish the mission of the Authority.
- Plans and executes meetings, reporting activities and accomplishments, setting goals and planning for future tourism development.
- Represents the Authority through memberships and participation in various professional associations.
- Directs sales goals with regards to group tours and small meeting markets and encourages development of new markets.
- Serves as primary point of contact for all news/media inquiries.
- Abides by, enforces and participates in the implementation and ongoing oversight of Randolph County Government safety standards and regulations.

## Knowledge, Skills and Abilities

Comprehensive knowledge of methods, approaches and procedures involved in tourism promotion; comprehensive knowledge of advertising and tourism marketing techniques, practices and methods; thorough skill operating standard office equipment, hardware and software; ability to direct and evaluate the work of others; ability to develop and effectively manage a budget; ability to make arithmetic computations using whole numbers, fractions and decimals; ability to compute rates, ratios and percentages; ability to understand and apply tourism development authority accounting practices in the maintenance of financial records; ability to create promotional materials; ability to express ideas clearly and effectively, both orally and in writing; ability to establish and maintain effective working relationships with government officials, associates, visitors and the general public.

## Education and Experience

Bachelor's degree in marketing, tourism, or related field and three to five years experience working in destination marketing, tourism, or equivalent combination of education and experience.

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## Physical Requirements

This work requires the occasional exertion of up to 50 pounds of force; work frequently sitting, using hands to finger, handle or feel and repetitive motions and occasionally requires standing, walking, speaking or hearing, stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

## Special Requirements

Valid North Carolina Driver's License within 60 days of employment.

## Competencies

**Leading with Integrity:** Exhibits ethical and moral behavior in everyday business conduct; Earns trust of others by; disclosing information and admitting mistakes; Recognizes and resolves ethical questions; Ensures organizational ethics are widely understood; Encourages open discussion of ethical issues; Creates an environment that rewards ethical behavior

**Negotiation Skills:** Clarifies interests and positions of all parties; Adjusts tactics to achieve desired results; Manages conflict, manipulation, and strong emotions; Develops alternative options for mutual gain; Builds consensus through give and take

**Managing Customer Focus:** Promotes customer focus; Establishes customer service standards; Provides training in customer service delivery; Monitors customer satisfaction; Develops new approaches to meeting customer needs

**Quality Management:** Fosters quality focus in others; Sets clear quality requirements; Measures key outcomes; Solicits and applies customer feedback; Improves processes, products, and services

**Team Leadership:** Fosters team cooperation; Defines team roles and responsibilities; Supports group problem solving; Ensures progress toward goals; Acknowledges team accomplishments

**Change Management:** Develops workable implementation plans; Communicates change effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results

**Managing People:** Defines responsibilities and expectations; Includes subordinates in planning; Takes responsibility for subordinates' activities; Makes self available to subordinates; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Sets goals and objectives; Motivates for increased results; Recognizes contributions of others

**Visionary Leadership:** Creates a clear, compelling vision; Communicates vision and gains commitment; Acts in accordance with vision; Displays passion and optimism; Mobilizes others to fulfill the vision

**Financial Responsibility:** Understands financial targets and budget goals; Incorporates financial analysis into strategic decisions; Implements operating budget flexibility to address changing priorities; Creates sound business cases to support expenditures; Promotes conservation of organizational resources

# Tourism Director

I have read and understand my job responsibilities as outlined in this job description and will abide by and follow these duties.

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Employee Name (Printed)

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Manager Name (Printed)

\_\_\_\_\_  
Manager Signature

\_\_\_\_\_  
Date