

Tourism Manager

Dept: Tourism

FLSA Status: Exempt

General Definition of Work

Performs executive-level work planning and organizing directly related to the Authority's general business operations, tourism and social media websites, market sales serving as liaison to the County lodging industry, controls significant matters directly related to the mission of the Authority exercising independent judgment and discretion over decision-making related to Authority matters, and related work as apparent or assigned. Work is performed under the limited supervision of the Director of Tourism. Supervision is exercised over support personnel within the Authority.

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 individuals with disabilities to perform the essential functions.

Essential Functions

- Acts as de facto assistant director in the absence or incapacity of the Director of Tourism
- Supervises Authority support staff providing input into the job status, i.e. hiring, firing, assigns duties, and promotions; and conducts annual Authority support staff evaluations
- Update and maintains the County tourism website; updates and maintains the County portion of VisitNC.com website; develops, updates, and maintains social media websites; takes photographs and maintains digital library.
- Verifies facts, organizes, and coordinates with the North Carolina Division of Tourism, Film and Sports Development.
- Assists with various aspects of marketing creation including visitor guides and brochures, websites, etc.; solicits visitor-related businesses for media and marketing promotion; assists with reviewing advertising opportunities.
- Works with visitor-related businesses to promote individual businesses, and increases and enhances partnerships within the local economy.
- Assists with the preparation and administration of the annual work and marketing plans to maximize promotion of tourism-related businesses.
- Works jointly with other visitor bureaus and tourism-related businesses regarding cooperative area marketing and promotion.
- Works jointly with the North Carolina Division of Tourism, Film and Sports Development on various initiatives including marketing, story ideas, group tour, and sports and meeting sales leads, and assists with group familiarization tours, as needed.
- Maintains County, regional, and state tourism databases.

- Supervises and directs Authority support staff.
- Represents the Authority through memberships and participation in various professional associations.
- Serves as primary point of contact for all hotel, group tour, and sporting and meeting event inquiries.
- Serves as Duty Officer at least one weekend per month and on alternating holidays.
- Abides by, enforces, and participates in the implementation and ongoing oversight of Randolph County Tourism Development Authority safety standards and regulations.

Knowledge, Skills, and Abilities

Comprehensive knowledge of methods, approaches, and procedures involved in travel and 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 effectively manage a budget; ability to understand and apply 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, industry partners and stakeholders, and the general public.

Education and Experience

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

Physical Requirements

This work requires the routine 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 general in a moderately noisy location, i.e. business office, moderate traffic.

Special Requirements

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

Competencies

Communications:

Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

Job Knowledge:

Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively

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

Quality:

Demonstrates accuracy and thoroughness; displays commitment to excellence; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work and work of Authority staff to ensure quality.

Relationship Building:

Builds rapport up, down, and across the Authority; establishes collaborative relationships to achieve objectives; seeks win-win solutions to conflict; develops network of professional contacts; displays empathy and tolerates diverse viewpoints.

Team Leadership:

Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments

This Position Title and Description was approved by the Randolph County Tourism Development Authority Board of Directors on the 18th day of April, 2012.



Hal Johnson, Chairperson of the Authority



Vicki Bloxham, Clerk to the Board