

# Kane County

## Job Description



<b>Job Title:</b> Assistant Tourism Director	<b>Job Code:</b>
<b>Division:</b> Tourism/Film Commission	<b>Effective Date:</b> 12/01/12
<b>Department:</b> Commission/Administration	<b>Last Revised:</b> 12/01/12

### GENERAL PURPOSE

Working under the supervision of the Tourism Director, assists in a variety of duties related to planning, organizing, coordinating and promoting tourism within Kane County.

### SUPERVISION RECEIVED

Works under the direct supervision of the Tourism Director.

### SUPERVISION EXERCISED

May provide general supervision to Visitor Information Coordinator(s), Information Host(s), and Volunteers.

### ESSENTIAL FUNCTIONS

Works with the Director of Tourism to promote tourism in Kane County, increasing motel room occupancy and 'stay time', expanding tourism in our off-season, creating and promoting activities and events, and providing our tourists with a high quality experience.

Provides excellent, positive contact with visitors, tourists and guests to Kane County. Acts as information source for lodging, local attractions, dining, movie history, fees, permits, etc.; assisting the general public and special interest visitors.

Assists in the daily operations of the Tourism Agency. Helps develop and utilize visual aids; makes and prepares oral and written presentations to staff and other organizations, groups, associations or general audiences.

Acts as liaison between Office of Tourism and local businesses, Motels, Hotels, Restaurants, and Tourism related businesses, to ensure they have the materials they need to inform visitors of the events and activates available in the area; along with the Director, will meet, partner and collaborate with community, non-profit representatives to develop, provide, and promote tourism, conference and convention activities in the community.

Able to take on assigned tasks to completion with little supervision, using good judgment and creativity.

Assists in the development of print, web, video and other materials to promote Tourism in the area; writing articles for brochures, newsletters; photographing relevant sites of interest; producing high quality materials for marketing.

Attends various travel, trade, and consumer shows on behalf of the county, travel regions and Utah Office of Tourism as needed; attends various workshops, conferences and other meetings.

Assists in Familiarization Tours (FAMs): Plans, organizes, and conducts local visitor tours; offers interpretive information related to various local sites, landmarks and areas of interest, events and attractions to dignitaries, travel writers, tour operators, and other Travel Industry individuals.

Develops itineraries and travel suggestions to be used in marketing materials and campaigns. Develop and present recommendations for changes; builds a strong positive rapport and maintains close contact with non-profit organizations, businesses, community groups and others regarding programs and services; meet, partner and collaborate with community non-profit representatives and businesses to develop, provide and promote tourism, conference and convention activities in the community; Establish a close relationship with the local governmental agencies (Bureau of Land Management, National Parks, State Parks, Monuments, etc) to be able to expand tourism opportunities in our area.

Working with in-house database, will market to individuals who have requested local tourism information: mailing out Visitor Guides, following up with requests and inquires, and continuously sending updates and offers via e-mail, post mail, etc.

Will follow-up with Travel/Tourism Industry companies, keeping in contact with them to establish a relationship that will influence them to integrate Kane County into their commercial travel plans.

Working with all forms of Social Media (Website, Facebook, blogging, tweeting, etc), will write articles of interest and promote conversations about Kane County and Southern Utah in general; update tourism website with Calendar, event, lodging, and business information.

Work closely with local outfitters and guides to help them develop interesting activities to offer to visitors.

Help gather and analyze tourism marketing information from local hoteliers.

Reviews transient room tax collections, to ensure proper compliance and collection; assures that each business is on record as paying appropriate taxes.

Work to attract events and organizations into Kane County that will stay for multiple nights, and return home with great experiences; including conventions, conferences, specialty clubs (i.e. car clubs), etc.

Must be a good steward of County resources: tax revenues, equipment, and personnel.

Follow through on projects that are delegated to the Assistant Director from the Director of Tourism.

Performs other duties as required.

#### MINIMUM QUALIFICATIONS

1. Education and Experience:

A. Graduation from college with a bachelor's degree in Tourism or Hospitality fields, marketing, business administration, or a related field;

AND

B. Two (2) years of experience directly related to the travel industry, convention and/or hospitality industry.

OR

C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

**Considerable knowledge** of Southern Utah/Northern Arizona, including the National Parks, National Monuments, Utah State Parks, Kane County backcountry, and all attractions in the Kane County area. A familiarity with the areas history, culture, and local issues. Experience with hiking, ATV's, horseback, and backcountry activities. **Working Knowledge** of the Internet and Social Media. **Some Knowledge** of marketing strategies and budget process. Experience in graphic design, layout, advertising, and public speaking is useful.

**Thorough skill** in use of office equipment, i.e. personal computer, phone, fax, adding machine, copy machine, scanner, digital camera, etc.; math skills, English and grammar skills; the use of audio visual equipment. Use of basic computer programs, i.e. Microsoft Office, Word, Excel, PowerPoint, and database maintenance. Excellent written and verbal communication skills are necessary. Optimism, enthusiasm, courtesy and diplomacy are essential qualities. Experience with digital photography, brochure development, and general merchandising.

**Ability to** identifying, planning, and conducting business and special interest group conferences; manage, administer and direct a large and comprehensive marketing program; analyze problems, identify solutions and project consequences of proposed actions; operate personal computer in utilizing various programs to produce or compose marketing materials, formal documents, proposals, reports and records; develop and administer departmental goals, objectives and procedures; prepare and present budget estimates; perform bookkeeping and be able to balance budgets; direct, motivate, develop, and evaluate subordinates; communicate effectively verbally and in writing; develop effective working relationships with supervisors, fellow employees, and the public; work independently and deal effectively with considerable stress caused by work load and time deadlines; identify and respond to sensitive community and organization issues; exercise initiative and independent judgment and to act resourcefully under varying conditions.

3. Special Qualifications:

Must be self motivated and a team player to accomplish small and large scale projects. Must possess a valid driver's license. Must be willing to work flexible hours to adapt to demands and be willing to respond to situations after normal business hours. Must be willing to travel (County vehicle provided), stay overnight for up to five (5) days at a time.

4. Work Environment:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, related to walking, standing, stooping, sitting, and reaching. Moderate lifting (35 pounds) is a recurring need. Hand-eye coordination is necessary to operate computers, audio visual equipment and various pieces of office equipment. Mental application utilizes memory for details, listening, patience, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Frequent travel required in normal course of job performance.

\*\*\*\*\*

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the employee(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I \_\_\_\_\_ have reviewed the above job description. Date: \_\_\_\_\_  
(Employee)