

Kane County

Job Description

Job Title: Tourism Director	Job Code: 200
Division: Tourism/Film Commission	Effective Date: 11/03/11
Department: Commission/Administration	Last Revised: 12/01/11

GENERAL PURPOSE

This position is responsible for the overall performance of the Kane County Office of Tourism and Film Commission (KCTFC), with the goal to increase commerce and business in Kane County specifically in lodging and restaurant businesses thereby favorably impacting the quality of life and economic well-being of these business and citizens. This can be accomplished by focusing on tourism, film and positive documentary activities, business travel, event promotion, relocation, and other commerce related items.

The Director of the KCTFC, will have an extensive background in sales and promotion; be a positive dynamic leader who is highly motivated and possesses good managerial and communication skills; have an acceptable working knowledge of basic business practices; be highly organized to the degree of being able to execute multiple, diverse projects and activities simultaneously; and be able to work independently with limited supervision toward goal accomplishment. Computer literacy is a must.

Performs a variety of professional administrative, managerial, and technical duties related to planning, organizing, coordinating and directing the development, management and promotion of tourism, travel, film making and commerce within Kane County. This is a full-time, salaried position that will require some travel, weekends and evening hours.

SUPERVISION RECEIVED

Works under the broad policy guidance and direction of the Board of County Commissioners.

SUPERVISION EXERCISED

Employees of the KCTFC, volunteers and interns. Provides close to general supervision to Visitor Information Coordinator(s) and Information Host(s).

ESSENTIAL FUNCTIONS

Manages and directs the daily operations of the agency; establishes general operating policies and procedures; hires and disciplines staff; conducts performance appraisals; schedules work hours; provides immediate supervision to the Tourism Office; prepares and presents reports to executives and governing bodies; develops and utilizes visual aids; makes and prepares oral and written presentations to staff and other organizations, groups, associations or general audiences.

Ensures KCTFC compliance with all county policies, administrative and financial procedures.

Communicate regularly with the TRT and TRCC collecting businesses regarding events and activities in Kane County and provide reports from trade shows and industry news.

Maintain a successful push marketing process for electronic mediums such as email, Facebook, web page, app updates, etc. to get information out regarding upcoming events, and area attractions. Maintain database for email names and other related information.

Serves as administrative advisor and liaison to County Commission, committees, and advisory boards as needed to inform and apprise on tourism, film commission and visitor issues; provides technical insight and recommendations related to determining operating and development policies, goals and objectives; receives directives, formulates implementation options and strategies, directs research, converts strategies to action plans with timetables and deadlines; evaluates departmental needs and formulates short and long range plans to meet needs in all areas of tourism operations including marketing and sales, etc.

Plans, directs, coordinates and controls the activities of the department staff and volunteers; determines work priorities and delegates assignments; develops guidelines and deadlines; initiates studies; oversees projects; provides quality assurance review of work in progress; manages and administers consultant services, if used.

Develop and present recommendations for changes; builds a strong positive rapport and maintains close contact with businesses, community groups, CEBA, Kane County Volunteer Center, Kane County Office of Economic

Development and others regarding programs and services; meet, partner and collaborate with community representatives and businesses to develop, provide and promote tourism, events, film making, relocation, economic development, conference and convention activities in the community; establishes a variety of partnerships with members of the tourism and commerce industry with local, state and regional affiliations; serves on various committees, boards as county tourism representative.

Contracts for the production of brochures (including design, layout and printing) and video tapes and related promotional media; writes original marketing material, edits contracted projects; oversees final production of marketing materials; distributes to visitors and potential business and industries interested in relocation; produces VIP packets for conventions, prospective conventions and tourists; prepares media releases; manages the Tourism Office website and oversees the design, content, and visibility of website.

Manages the schedules and calendaring of meetings for the KCTFC board; organizes meeting agenda, develops information packets, presentation materials and other items as needed; schedules various events, i.e., FAM Tours, Super FAM Tours, etc.; designs and schedules familiarization (FAM) tours; invites groups to hold meetings and conferences; provides information on geography and facilities.

Prepares and manages departmental budget and ensures compliance with established budget limitations; makes policy and procedure recommendations and implements upon approval; reviews and approves accounts payable; monitors general accounting functions.

Identify projects in Kane County that would qualify for grants; write grant applications and compete for funding; manage grant programs upon receipt of funding.

Monitors overnight lodging facilities and establishments to assure compliance with "transient room tax laws"; assures that each business is on record as paying appropriate taxes; coordinates collection efforts with as needed.

Attends various domestic travel, trade and consumer shows on behalf of the county, travel regions and Utah State Office of Tourism as needed; attends various professional shows (film industry, travel, etc.); attends workshops, conferences and State Travel Council meetings.

Coordinates with various planners from government, business and industry assisting in the preparation of permit materials for filming products; promotes positive working relationships with film makers and government agencies. Coordinates "Student Film Initiatives" and grant funding sources to stimulate filming interest in the county

As the Director of the Kane County Office of Tourism and Film Commission, be responsible for:

- developing and implementing the area's tourism strategy and programs to include short-range (1-3 years) and long-range (3-5 years) plans for predicted tourism and business travel growth;
- developing clearly defined and properly planned marketing and advertising campaigns to promote tourism, business travel and events;
- administering the Tourism Matching Grant or similar programs;
- assisting in the development of new tourism and business travel products;
- serving as an ex-officio member of the KCTFC Advisory Board without vote;

Performs other duties as required.

MINIMUM QUALIFICATIONS

1. Education and Experience:

- A. Bachelor's degree in convention and/or hospitality management, sales and marketing, parks & tourism business administration, public administration, or a related field;
- AND
- B. Minimum of Four (4) years of related experience with a tourism office and/or training in tourism promotion, related advertising and public relations, marketing, travel industry, trade groups, association management and the hospitality sector;
- OR
- C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

Thorough knowledge of tourism at the local, state, and national level; advertising, design, layout and copy writing; the methods and techniques of developing and operating public convention and hospitality management and sales and marketing programs; various software applications, i.e., Windows, Word, PowerPoint, and Excel, etc.; graphic design methods and practices related to advertising, design, layout and copywriting; public speaking; fiscal management and budget development; general office maintenance and practices; grantsmanship, business and technical writing; interpersonal communication skills; public

relations; the policies and procedures of the county; pertinent federal, state and local laws, codes and regulations; transient room tax laws; principles of management, supervision and employee motivation.

Thorough skill in the art of diplomacy, cooperative problem solving and lobbying; use of office equipment, i.e. personal computer, phone, copy machine, scanner, digital camera, etc.; math skills, English and grammar skills; the use of audio visual equipment.

Ability to identifying, plan, and conduct 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 to meet 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 possess a valid state of Utah driver's license. Must have a clean driving record with no DUI, ARR in the past five years, or no more than two moving violations within the past 24 months.

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 by automobile, public transit, and airplane. Needs to be comfortable with some hiking and outdoor activities related to site work in the county outback.

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)