

TOURISM DIRECTOR
Pulaski County

Department: Tourism

Reports to: County Administrator

Supervision Exercised: Marketing & Communications Coordinator/PIO, Tourism Department Intern and Experiential Center Attendant.

Supervision Received: Work is performed under regular supervision. Employee will undergo a six-month orientation period and will be evaluated at the end of the six-month term. Employee will be evaluated annually thereafter.

Classification (FLSA): Exempt, Full-Time

Residency Requirements: Establishment of County residency required within one year of hire date.

Work Hours: Monday thru Friday, 8:00 a.m. until 5:00 p.m. Some overtime and evening work required.

ESSENTIAL FUNCTIONS: The Tourism Director's role is to create and manage a comprehensive program of tourism development and promotion for Pulaski County. The primary responsibility is to grow tourism-related revenues in Pulaski County through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships along with evolving tourism practices. Individual must possess excellent interpersonal, communication and organizational skills as well as resourcefulness, enthusiasm and positive energy.

JOB 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. Employee must successfully pass a drug test and background check.

RESPONSIBILITIES:

- Prepares tourist and entrepreneurial center information
- Produces promotional materials and displays
- Budget management
- Writing reports, business plans and press releases
- Makes presentations
- Maintains statistical and financial records
- Performs market research
- Liaising with local businesses and the media
- Creation of media for news releases and events

- Oversees Facebook, Instagram and other social media accounts to increase followers, tracking statistics and implementing market strategies for social media accounts
- Develops and maintain partnerships with county and town agencies, economic development, parks and recreation, the local business community and civic organizations as well as surrounding communities and tourism agencies
- Promotes and supports local attractions and community events
- Attending meetings, seminars, conventions and workshops related to tourism, marketing, economic development and best practices

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of current marketing software systems, Adobe Acrobat and the Microsoft Suite
- Ability to make effective presentations and speak at public events and conduct media interviews
- Strong verbal and written communication skills that demonstrate clear sentence construction, grammar and punctuation
- Strong technical skills for grant writing and tracking
- Creative writing skills for content of promotional materials, newsletters, press releases and other social media outlets
- Professional communication skills with individuals or groups in face-to-face, group, telephone or teleconference settings

ADA REQUIREMENTS: Ability to sit at a desk and operate computer, calculator, typewriter, etc. for periods of up to three hours continuously, ability to read and write and to exchange information, ability to file papers, ability to lift and carry up to 50 pounds, dexterity required to operate keypads, push buttons, and switches, ability to work independently in the absence of specific instruction and ability to meet the public courteously and effectively.

EDUCATION AND EXPERIENCE:

Bachelor's degree required with studies focused in travel, tourism, leisure, business studies, marketing management and journalism. A minimum of five years of tourism/hospitality experience is required as well as excellent marketing and communication skills.

PROFESSIONALISM AND CONFIDENTIALITY:

- Understands and consistently implements all County policies and procedures
- Maintains confidentiality with all vendors and employee transactions and activities
- Shares knowledge and assists other staff with day to day activities to promote effective teamwork to accomplish the goals of the County

TRAINING AND JOB DEVELOPMENT:

- Develops and sets own personal goals for acquiring new skills and job growth
- Participates in conferences, workshops, webinars, and other opportunities to maintain current awareness of County trends and for educational growth
- Works with staff to discuss and resolve problems and provide ideas for improvement

Note: This job description is not intended to be all-inclusive. An employee will also perform other reasonably related job responsibilities as assigned by the County Administrator, department head or supervisor. Pulaski County reserves the right to revise or change job duties as the need arises. Moreover, management reserves the right to change job descriptions, job duties or working schedules based on their duty to accommodate individuals with disabilities. The job description does not constitute a written or implied contract of employment.

I have read, understand and accept the duties, standards and expectations required of this position. I hereby affirm my good faith compliance with all library policies and procedures.

Employee: _____

Date: _____