

Director of Tourism (Tourism Director)

Dept: Tourism

FLSA Status: Exempt

General Definition of Work

Performs complex executive work developing, planning, organizing, and overseeing tourism marketing programs; 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. Position is approved by and serves at the pleasure of the Randolph County Tourism Development Authority Board of Directors, and work involves setting policies and goals under the direction of the Authority Board. Management is exercised over all over 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

- Maintains public contacts and promotes County tourism industry in the community, state, nationally, and internationally.
- Responsible for overseeing and coordinating crisis communications between the Authority and County, state, and national agencies.
- Conducts research, develops, and implements annual work and marketing plans for the Authority; analyzes success of marketing and promotional plans.
- At least once every five years is responsible for conducting research, developing, and implementing strategic plan for the Authority;
- Reports to and carry's out the instructions and directions of the Authority Board;
- Prepares and delivers an annual report on Authority operations to the Board of County Commissioners and interested municipalities.
- Serves as ex officio member of Authority committees as directed by the Chairperson of the Authority.
- Drafts monthly agenda for review by Appointed Executive Committee; prepares and submits monthly reports on Authority operations and initiatives to Authority Board.
- Develops and implements matching funds grants, sponsorships, and cooperative marketing programs.
- Prepares, executes, and monitors the Authority's annual and day-to-day budget.
- Supervises and directs the Authority staff and makes 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 and sporting event markets, and encourages development of new markets.
- Serves as primary point of contact for all news/media inquiries.
- Works jointly with the North Carolina Division of Tourism, Film and Sports Development on various initiatives including marketing and story ideas, and assists with media familiarization tours, as needed.
- Schedules weekend and holiday duty rosters and is available as needed for supervision and support.
- 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 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 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 three to five 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

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

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

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

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

Managing People:

Defines responsibilities and expectations; includes subordinates in planning; takes responsibility for subordinates' activities; makes oneself 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

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 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

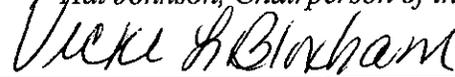
Visionary Leadership:

Creates clear, compelling, vision; communicates vision and gains commitment; acts in accordance with vision; displays passion and optimism; mobilizes others to fulfill the vision

This Job 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