



JOB DESCRIPTION

Job Title:	Convention Tourism Bureau Director
Department:	Administration
Classification:	Non-Exempt
Pay Grade:	Part-Time – 20 hours per week
Hourly Wage:	\$15.00/hour
Reports to:	City Manager
Date Updated:	March 2016

SUMMARY

Under the administrative supervision of the City Manager, the Convention Tourism Bureau (CTB) Director will facilitate an active relationship with the Grove CTB and implement their Mission Statement to promote and market Grove and the Grand Lake area as a leisure, cultural and recreational destination; and grow the economy by assisting with the development of area tourism, facilities, programs and events.

The Grove CTB will participate with staff in the selection process. The CTB Director shall be a City of Grove employee and shall be appointed by the City Manager on the basis of his/her qualifications and experience in marketing principles and practices as related to the tourism industry qualifications and experience.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Develop and implement a tourism marketing plan for Grove and Grand Lake by working in close collaboration with the hotel community as well as local tourist attractions and businesses tied to the visitor industry through all available and practical means ;
- Promote attractions and community events, help coordinate special events;
- Create and maintain a CTB budget;
- Collaborate with local, area and regional tourism organizations to promote Grove and the Grand Lake area.
- Develop and oversee design/printing and content of media-related marketing and promotions for CTB materials, print and/or website advertising programs, tourism literature, radio or television promotions and social networking sites;
- Develop relationships with tourism based publications and writers, tour operators and local tourism partners;

- Recruit, schedule, and coordinate itinerary planning for tour groups, motor coach groups, and special group functions and serve as a resource between tour professionals and Grove’s tourism/hospitality industry partners to ensure accurate and timely planning and communication, thereby meeting the needs of customers;
- Implement cooperative advertising programs integrating the tourism related segments that exist in Grove (merchants, restaurants, lodging, recreation, and other tourism related partners);
- Maintain information, updates, corrections, and revisions to the CTB page on the City of Grove’s website, mobile application, social media and blog content
- Manage the daily operations of the CTB office;
- Prepare meeting agendas, and monthly reports on
 - CTB finances
 - Ad negotiations and placements
 - Basic inquiry data
 - Creative initiatives
 - Activities worked on for that time period
 - Pertinent tourism, travel, etc. research and findings
- Participate in CTB meetings and provide updates of activities and special events, and when necessary attend City Council meetings to report on upcoming activities and special events;
- Performs other related duties as assigned by the City Manager or his/her designee;
- Prompt and regular attendance is required for this position.

PERIPHERAL DUTIES

- Collects, classifies and formats data and information
- Maintains updated advertising history files and archives of ad materials
- Represents the Grove CTB in joint planning sessions to establish local and regional tourism activities and attractions, serve on local committees that enhance tourism and foster economic development;
- Attends meetings, seminars, conventions and workshops to gain further knowledge and stay informed on the changes in the tourism industry, and exchange information;
- Abides by all standards, conduct and policies, as stated in the Personnel Policies and Procedures Manual.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

QUALIFICATIONS

Education, Licensure, or Certification

- Bachelor’s Degree with emphasis in business administration, marketing, hospitality and/or journalism preferred

Experience, Specialized Knowledge, and Other Requirements

- Minimum of three years experience in tourism or hospitality related field
- Must demonstrate a high level of integrity
- Proven leadership skills
- Experience with Microsoft Office Applications, Internet search engines, and electronic devices

Knowledge, Skills and Abilities – With or without accommodations

Knowledge

- Knowledge of marketing principles and practices as related to the tourism industry
- Knowledge of federal, state and local laws, rules, regulations and guidelines pertinent to issues related to the CTB
- Knowledge of the geography, history and tourism resources of Grove and Grand Lake

Ability

- Ability to work with government and civic authorities
- Ability to work independently and in group settings
- Ability to work under deadlines and stressful situations
- Ability to be flexible in scheduling, including ability to travel for a week or more at a time
- Ability to communicate clearly, including ability to create and write press releases/articles of media outlets, brochure and collateral materials, and newsletters on a wide variety of subjects using clear, credible and innovative techniques
- Ability to type on a keyboard and proofread effectively
- Ability to use ten-key calculator, presentation projector/screens, and other equipment that is used to perform the duties of the position
- Ability to add, subtract, multiply, and divide whole numbers, fractions, and decimals
- Ability to use logic and reasoning to identify appropriate solutions or approaches to problems
- Ability to plan, negotiate, direct, control, and monitor other activities

Skills

- Possess exceptional organizational and managerial skills, with strong verbal and written communication skills
- Possess skills in compiling data, preparing reports and maintaining files and records
- Possess strong public relations skills with the ability to work tactfully and courteously with staff, business partners, public officials, agencies, private sector professionals, and the general public.

Physical

- Has ability to perform physical activities such as sitting, standing, walking, talking, bending, reaching, grasping; uses hands repetitively to handle, feel and operate standard office equipment and computers;
- Has the potential of occasionally lifting up to 20 pounds
- Has normal eyesight and depth perception, with or without correction

- Hears normal tones, with or without correction

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT

While performing the duties of this job, the employee regularly works inside under typical office conditions. The employee regularly sits for extended periods. The noise level in the work environment is usually quiet.

SUMMARY

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

I have read and understand my duties described above.

Employee

Date