



JOB DESCRIPTION
DIRECTOR OF TOURISM
Marketing, Communications & Tourism

GENERAL STATEMENT OF JOB

Under limited supervision, directs the city's tourist, visitor and convention development which includes, but is not limited to marketing, international marketing and public relations, tourism industry research, tourist-related product development, convention sales and services, and management of the city's convention center, Visitor Information Center and services. Reports to the City Manager.

ESSENTIAL JOB FUNCTIONS

Develops proposals and reports as requested by City Manager and presents recommendations to City management, City Council and to other groups; gives presentations to civic organizations and other groups as requested; represents City Manager on various committees, task forces, etc.; coordinate with the City Manager's Office to provide updates, information and overall strategic planning as it relates the city contacts, functions, events, campaigns and etc.

Markets and promotes city's attractions and entertainment venues as tourist options; assists in the creation of new tours. Develops a broad and specific public relations strategy; establishes media contacts, interfaces with the travel writers, and provides information on city activities related to tourism and convention development. Works with Portsmouth hotels to provide concierge and visitor services to tourists, potential residents and visitors. Plans long range strategy for the city and department. Conducts or facilitates the creation of an economic impact study to show the financial impact of tourism dollars spent in Portsmouth on an annual basis.

Provides leadership and strategic direction for determining priorities, goals and objectives to meet City, Departmental, and Community needs and objectives as they relate to the City's tourism and convention development; to meet legal requirements, to promote cost effectiveness, to be responsive to both management and employees, and to attract, retain, and develop a highly qualified, motivated and effective workforce.

Provides oversight, leadership and direction of promotional advertising campaigns to attract tourism. Serves as the regional liaison for sponsorships and partnerships with other Hampton Roads municipalities, businesses, civic and non-profit organizations, and colleges and universities; plans and prepares marketing and promotional materials and events related to tourism; approves the dissemination of tourism information to the press, the public, and employees regarding policies, programs and activities; approves the development of brochures, handouts, and other printed materials for distribution for the promotion of tourism.

Responsible for overall management of the department; including budget research, development, preparation and budget monitoring to ensure cost effectiveness; ensures that purchasing and financial transactions are properly conducted in accordance with city administrative policies and procedures. Assigns, directs and supervises activities of staff, ensuring adherence to established policies, procedures and standards; assists and advises subordinates as non-routine situations arise; handles routine personnel matters, including hiring, training, granting leave, disciplining, etc.

Represents the city at the regional, state, and national levels to promote and support the tourism industry; represents the city and tourism industry with the media; serves as staff liaison for various tourism related Commissions, Boards, and Advisory Committees.

Performs other related work as required.

EDUCATION & EXPERIENCE

Bachelor's degree in travel and tourism, marketing, business administration, public administration, public relations, communications or a related field, and 6 to 9 years of progressively responsible experience in a convention and visitor's bureau or a similar position in the hospitality industry, such as in tourism, public relations, or marketing, in a municipal government setting, to include 3 to 5 years of supervisory experience; or any equivalent combination of training and experience which provides the required skills, knowledge and abilities.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED
TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of office machinery and equipment including computer, calculator, camera, VCR, printer, copiers, typewriter, facsimile machine, etc. Must be able to exert up to 20 pounds of force frequently, and a negligible amount of force constantly to move objects. Physical requirements are rated for Sedentary Work.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes receiving instructions, assignments or directions from superiors. Includes giving instructions, assignments or directions to subordinates or assistants.

Language Ability: Requires the ability to read a variety of newspapers, budgets, monthly reports, letters and memos, City Code, etc. Requires the ability to prepare newspaper copy, brochures, newsletters, speeches, correspondence, reports, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak before groups of people with poise, voice control and confidence.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems; to deal with nonverbal symbolism in its most difficult phases; to deal with a variety of abstract and concrete variables; and to comprehend the most abstruse classes of concepts.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical or professional languages including marketing terminology.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; utilize decimals and percentages; to interpret graphs.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape.

Motor Coordination: Requires the ability coordinate hands and eyes rapidly and accurately in using office equipment.

Manual Dexterity: Requires the ability to handle a variety of items such as office equipment. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under minimal levels of stress.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear.) Must be able to communicate via telephone.

PERFORMANCE INDICATORS

Knowledge of Job: Has comprehensive knowledge of modern theories, principles and practices of marketing and management techniques as they apply to tourist and convention development and facility management. Has thorough knowledge of the administration and function of a municipal organization and its relationship to other governmental agencies on local, regional, state, national and international level. Has knowledge of private sector business practices and objectives. Has knowledge of basic research techniques and statistical analysis, trend analysis, cost-benefit analysis, revenue forecasting, return on investment analysis, tax structures and capital financing. Has thorough knowledge of advertising techniques, public relations principles and media relations. Has thorough knowledge of local and state government organization and operations. Has thorough knowledge of the travel and tourism industry, group tour, association meetings, and marketing sales processes and practices. Has thorough knowledge of standard journalism techniques, methods and procedures. Has considerable knowledge of a variety of public policy areas or issues. Has considerable knowledge of the principles of supervision, organization and administration. Has considerable knowledge of modern office practices and procedures. Is skilled in effectively expressing ideas orally and in writing. Is skilled in the use of computer-driven word processing, spreadsheet, graphics and file maintenance programs. Is able to use common office machines. Is able to conceive, organize, coordinate, direct and supervise complex and comprehensive tourism projects. Is able to understand and answer tourism questions during presentations. Is able to organize work flow and coordinate activities. Is able to modify work procedures, methods and processes to improve efficiency. Is able to establish and maintain complex records and files. Is able to establish and maintain effective working relationships as necessitated by work assignments.

Quality of Work: Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interacts with all city departments and divisions, co-workers and the general public.

Quantity of Work: Maintains effective and efficient output of all duties and responsibilities as described under "Essential Job Functions."

Dependability: Assumes responsibility for doing assigned work and meeting deadlines. Completes assigned work on or before deadlines in accordance with directives, city policy, standards and prescribed procedures. Accepts accountability for meeting assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends work regularly and adheres to city policies and procedures regarding absences and tardiness. Provides adequate notice to higher management with respect to vacation time and time-off requests.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies problems or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to problems or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice and researches problems, situations and alternatives before exercising judgment.

Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with city policy or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation between all staff persons and departments within the city.

Relationships with Others: Shares knowledge with supervisors and staff for mutual and city benefit. Contributes to maintaining high morale among all city employees. Develops and maintains cooperative and courteous relationships with department employees, staffers and managers in other departments, representatives from organizations, and the general public so as to maintain good will toward the city and project a good city image. Tactfully and effectively handles requests, suggestions and complaints from other departments and persons in order to maintain good will within the city. Interacts effectively with fellow employees, City Manager, professionals and the general public.

Director of Tourism

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Attends meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules. Maintains a calendar for meetings, deadlines and events.

Safety and Housekeeping: Adheres to all safety and housekeeping standards established by the city and various regulatory agencies. Sees that the standards are not violated. Maintains a clean and orderly workplace.

Planning: Plans, directs and uses information effectively in order to enhance activities and production of the department. Knows and understands the expectations of the city regarding the activities of the department and works to see that these expectations are met. Designs and formulates ways, means and timing to achieve the goals and objectives of the department and the city. Within the constraints of city policy, formulates the appropriate strategy and tactics for achieving departmental and city objectives. Organizes, arranges and allocates manpower, financial and other designated resources in an efficient and effective way so as to achieve the goals and objectives of the department and city.

Organizing: Organizes work and that of subordinate staff well. Ensures that staff members know what results are expected of them and that they are regularly and appropriately informed of all city and department matters affecting them and/or of concern to them.

Staffing: Works with other city officials and management to select and recommend employment of personnel for the department who are qualified both technically and philosophically to meet the needs of the department and the city. Personally directs the development and training of department personnel in order to ensure that they are properly inducted, oriented and trained.

Leading: Provides a work environment which encourages clear and open communications. Has a clear and comprehensive understanding of the principles of effective leadership and how such principles are to be applied. Provides adequate feedback to staff so that they know whether their performance levels are satisfactory. Commends and rewards employees for outstanding performance yet does not hesitate to take disciplinary action when necessary. Exercises enthusiasm in influencing and guiding others toward the achievement of city goals and objectives.

Controlling: Provides a work environment which is orderly and controlled. Coordinates, audits and controls manpower and financial resources efficiently and effectively. Coordinates, audits and controls the utilization of materials and equipment efficiently and effectively. Has a clear and comprehensive understanding of City standards, methods and procedures.

Delegating: Assigns additional duties to staff as necessary and/or appropriate in order to meet department goals, enhance staff abilities, build confidence on the job and assist staff members in personal growth. Has confidence in staff to meet new or additional expectations.

Decision Making: Uses discretion and judgment in developing and implementing courses of action affecting the department. When a particular policy, procedure or strategy does not appear to be achieving the desired result, moves decisively and definitively to develop and implement alternatives.

Creativity: Regularly seeks new and improved methodologies, policies and procedures for enhancing the effectiveness of the department and city. Employs imagination and creativity in the application of duties and responsibilities. Is not adverse to change.

Human Relations: Strives to develop and maintain good rapport with all staff members. Listens to and considers suggestions and complaints and responds appropriately. Maintains the respect and loyalty of staff.

Policy Implementation: Has a clear and comprehensive understanding of city policies regarding the department and city function. Adheres to those policies in the discharge of duties and responsibilities and ensures the same from subordinate staff.

Policy Formulation: Keeps abreast of changes in operating philosophies and policies of the city and continually reviews department policies in order to ensure that any changes in city philosophy or practice are appropriately incorporated. Also understands the relationship between operating policies and practices and department morale and performance. Works to see that established policies enhance same.