



**DEPARTMENT OF HUMAN RESOURCES
CITY & SCHOOLS**

**CITY OF STAUNTON
POSITION DESCRIPTION**

JOB TITLE: Director of Tourism	DEPARTMENT: Tourism
IMMEDIATE SUPERVISOR: Deputy City Manager	GRADE/RANK: 20
	FLSA/ESSENTIAL STATUS: Exempt

GENERAL DEFINITION AND PURPOSE OF WORK:

Manages all tourism activities including developing, planning, implementing and evaluating marketing, advertising and public relations programs.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

The minimum performance expectations include, but are not limited to, the following functions/tasks:

- Supervises and directs two full-time and four part-time staff, including the Department Secretary, Group Sales & Marketing Manager, Travel Counselor Supervisor, and three Visitor Center Travel Counselors. Coordinates daily work activities; organizes, prioritizes, and assigns work; monitors work, inspects completed work, and troubleshoots problem situations; responds to employee problems and concerns;
- Provides management of operations including developing and managing budget allocations to effectively utilize resources; develops reports of operations; prepares reports on program services, tourism numbers, group tours etc.;
- Provides leadership and direction in the development of the annual marketing plan based on program operation and evaluation, budget and resource allocation and industry trends and data for the City of Staunton tourism program;
- Conducts market research to determine visitor data to plan for tourism advertising and programming;

- Develops and manages an annual public relations program; plans and coordinates media visits; coordinates complimentary meals, lodging and attraction visits when available;
- Develops programs to cultivate travel writers of various media with the goal of insertion of feature articles in major media outlets;
- Conducts an effective publicity and community awareness program to increase local awareness and enthusiasm for the tourism industry and its economic and social impact;
- Develops, produces and distributes brochures, media kits and general visitor guides;
- Establishes and maintains effective working relationships with local businesses for the purpose of promoting, supporting and coordinating tourist referrals and business and provides updated information on City events, offerings, attractions, etc.;
- Identifies and coordinates opportunities among area attractions and businesses for cooperative promotion;
- Evaluates all tourism programs, advertising, public relations programs to determine effectiveness and need for future efforts;
- Serves as staff representative to Tourism Advisory Board. Coordinates meetings, provides data and reports and serves as liaison between City Council, City management and the Board;
- Serves as staff representative to the Greater Augusta Regional Tourism Board;
- Represents Staunton as staff liaison with Shenandoah Valley Travel Association, the Shenandoah Valley Tourism Partnership, Virginia Tourism Corporation, Virginia Film Office, Virginia Restaurant, Lodging and Travel Association, Virginia Association of Destination Marketing Organizations, and similar organizations to promote activities and communication;
- Coordinates with state and local employees and officials to ensure appropriate highway signage, directional information, parking and other public amenities required by the traveler;
- Manages the website for the Staunton tourism program;
- Maintains a computer list of resources for mailings, contacts and promotional packages; ensures all materials and mailing are up-to-date for marketing of attractions and events;
- Manages the operation, staffing, and maintenance of the Downtown Staunton Visitor Center;
- Compiles and interprets various data for studies, reports, and recommendations; analyzes data and identifies trends; prepares and distributes reports;
- Prepares and administers annual operating budget for the Tourism Department; monitors expenditures to ensure compliance with approved budgets; reviews and approves invoices;
- Oversees preparation and administration of grant applications; conducts research to identify and acquire federal, state, and local funding sources;
- Communicates with employees, volunteers, other departments, City officials, local/regional governments, state agencies, local businesses leaders, local lodging/restaurant establishments, local attractions, community organizations, visitors, local residents, the public, the media, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, resolve problems, or give/receive advice/direction and;
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Comprehensive knowledge of the tourism industry and trends; strong oral and written communications skills; ability to establish and maintain effective working relationships with public officials, businesses, citizen groups, and the general public; ability to provide working leadership with co-workers and activity participants; ability to prepare and present comprehensive financial and administrative reports; organizational skills; ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution; ability to exercise the judgment, decisiveness and creativity in program planning, operation and evaluation. Strong sales and marketing skills designed to reach a variety of audiences. Knowledge of mass media and the ability to operate audio visual equipment. Skills in computer operation including word processing and data base management software.

QUALIFICATIONS/EDUCATION AND EXPERIENCE:

Bachelor's degree in marketing, hospitality and/or tourism, similar field or equivalent amount of training and experience. At least 5 years' experience in tourism, public relations or hospitality including work with marketing, various types of media and program administration.

DISTINGUISHING FEATURES OF THE POSITION:

Position is required to work nights, week-ends and holidays to accomplish organizational and department goals. Position requires frequent overnight travel. Valid driver's license with a good driving record is required.

PHYSICAL DEMANDS and ENVIRONMENTAL CONDITIONS:

This is work requiring the exertion of negligible amount of force constantly to move objects, up to 20 pounds of force frequently and some work requiring the exertion of up to 30 pounds of force to move and carry objects for marketing and public relations programs and activities. Work requires stooping, reaching, carrying, fingering, grasping and repetitive motions; extensive walking, traveling in vehicles and by means of other public transportation; typing/word processing requires the ability to perform repetitive tasks involving fine motor skills. Vocal communication is required for expressing and presenting or exchanging information and instructions by means of the spoken word; hearing is required to perceive information at normal spoken word levels, and to receive detailed information through oral communications and/or to make fine distinctions in sound; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the work is not subject to adverse environmental conditions.

ADA:

The employer will make reasonable accommodations in compliance with the American with Disabilities Act of 1990.

SUPERVISORY RESPONSIBILITIES:

Supervises Department Secretary, Group Sales & Marketing Manager, Travel Counselor Supervisor, and three Travel Counselors at the Downtown Staunton Visitor Center. Provides supervision to interns and volunteers within the department.

EXAMPLES OF EXPECTED DECISION MAKING:

Develops budget recommendations, determines how expenditures will be made. Determines and implements an annual marketing and advertising plan for tourism in the City of Staunton. Develops and implements an annual public relations plan for tourism in the City of Staunton.

This job description in no way states or implies that these are the only duties to be performed by this employee. The Director of Tourism will be required to follow any other instructions and to perform any other related duties as assigned by the supervisor. The City of Staunton reserves the right to update, revise or change this job description and related duties at any time.

EVALUATION:

Performance of this job will be evaluated in accordance with city policy, using information from various sources to study and review the position holder's ability and effectiveness in carrying out the above responsibilities.

Approved by: Deputy City Manager and Chief Human Resources Officer

Revised Date: 2019