

Storey County

CLASS TITLE: TOURISM AND COMMUNITY SERVICES DIRECTOR

FLSA Status: EXEMPT

Created: 7-1-2012

Last Revised:

Replaces: Community Service Director

JOB SUMMARY: Under direction of the County Manager plans, directs and coordinates the activities of the Parks and Recreation District; provides leadership to the Tourism Commission for its marketing programs, personnel and organizational effectiveness and provides media relations including website development and maintenance and acts as a Public Information Officer.

CLASS CHARACTERISTICS: This position class reports to and is appointed by the County Manager.

EXAMPLES OF DUTIES: *(Performance of these functions is the reason the job exists. Assigned job tasks/duties are not limited to the essential functions).*

1. Advises and otherwise provides assistance to the County Manager and other County personnel, as well as to the public, regarding planning related issues; prepares and presents reports and recommendations relating to social, physical and economic development of the community.
2. Provides leadership to the Tourism Commission for its marketing programs, personnel and organizational effectiveness.
3. Assists in the recruitment and training of department staff; provides staff administration, including promotion, discipline, salary adjustments and all associated personnel administration in accordance with Storey County Policy and Procedures.
4. Represents the County, or delegates such authority in relations with the community, advisory committees, local, state and federal agencies, and professional organizations.
5. Establishes and administers an effective tourism and conference/convention marketing program, including sales and advertising; and to develop and maintain a close working relationship with key conference/convention management personnel and association executives, as well as key leaders in the tourism industry at the state, regional and national levels.
6. Develops and implements reports and programs as appropriate for agencies with which the Tourism Commission has contractual or implied relationships.
7. Applies for grants, maintains accurate records and complies with all reporting requirements in accordance with grant guidelines and Storey County Policies and Procedures and practices.
8. Supervises the development and implementation of all programs for the Tourism and Community Services Department including advertising, publicity and community awareness.

9. Plans, develops, coordinates, produces, publicizes, and implements or disseminates programs, events, and publications designed to inform the public of the roles, resources, and activities of the organization.
10. Establishes and maintains media contacts and monitors news coverage of department events; contacts media personnel to obtain coverage of organization activities; provides verified information to media.
11. Gathers and compiles information; maintains informational press files for matters of organization interest; provides information after verifying that it can be released to the requesting party; updates and maintains county website content.
12. Plans, directs, and coordinates activities and services of the Parks & Recreation District; develops procedures to conduct activities; ensures that activities are conducted in accordance with federal and state laws, ordinances, rules and regulations; develops comprehensive plans to satisfy future needs for department services.
13. Operates a variety of hand tools, powered tools, and light, medium, and heavy equipment.
14. Responds to call-out in emergencies, other than normal working hours, as needed.
15. Performs related duties as required.

QUALIFICATIONS FOR EMPLOYMENT:

Knowledge and Abilities:

Knowledge of

- Thorough knowledge of the tourist attractions of the community and surrounding areas;
- General knowledge of modern governmental accounting and bookkeeping methods;
- Extensive knowledge of the principles and practices of supervision;
- General knowledge of principles and practices of marketing, public relations and economic development;
- General knowledge of economic and tourism development policies, programs and organizations;
- General knowledge of operations of a public relations or communications function;
- Working knowledge of modern office procedures, methods, and computer software and hardware including website administration; and
- Proficient knowledge of English usage, spelling, grammar, and punctuation.

Ability to

- Plan, organize and direct the operations of the Tourism Commission to enable it to carry out its goals and objectives;
- Prepare and coordinate staff reports as required for all meetings of the Tourism Commission. Make recommendations to the Tourism Commission on all matters properly appearing before the Tourism Commission including policy;
- Perform responsible administrative work in a high-profile position dealing with topics under intense public and media scrutiny and respond appropriately as situations change;
- Plan, schedule, and organize all aspects of a large-scale special event or news conference; and

- Use and/or operate pickups, dump or flatbed trucks, snowplows, passenger vans, tractors, various hand and power tools, various animal control tools and radios.

Employment Drug Testing: Employment is contingent upon successful passing of a pre-employment drug examination and random drug testing required by the Department of Transportation.

Required Certifications and Licenses: Must possess and maintain a valid Nevada Commercial Driver's License (CDL) endorsement to cover operation of public works vehicles.

Experience and Training: Any combination of training, education and experience that would provide the required knowledge and abilities. A typical way to gain the required knowledge and abilities is:

Graduation from high school or its equivalent, supplemented with some college level coursework in business administration, public relations, communications, marketing or a related field AND five years of experience at a management level with frequent public contact in sales, marketing, tourism or a related field.

Physical and Mental Requirements: The physical and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Mobility to work in a typical office setting, use standard office equipment, drives a motor vehicle and operates heavy equipment. Strength and stamina to drive and walk for long distances; stamina and flexibility to bend, squat, twist, reach, walk, and run on irregular surfaces; strength, stamina and dexterity to climb to heights; ability to carry or move equipment; ability to work in confined spaces; hearing to perceive spoken communications in noisy environments; coordination and dexterity to perform several tasks simultaneously; manual dexterity, motor skills and cognitive ability to write reports and complete forms either by hand or via computer; strength to move or lift objects weighing up to 50 pounds and occasional moving of objects weighing up to 100 pounds. Vision to read printed materials and a computer screen.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodations with the employer.

Working Conditions: Work is performed under the following conditions:

Work is performed on public and private property and on uneven terrain with possible exposure to moving objects and vehicles. Incumbents are frequently exposed to disagreeable weather conditions such as extremes of cold, heat, dampness, wind, dust and fumes. Position will require travel by car from the office to a work site. Indoor work is performed in an office type environment where most work is performed at a desk. Frequent interruptions to planned work activities occur.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

Upon approval the above language shall be amended into the Storey County Government classification plan effective the 1st day of July 2012.

Patrick A. Whitten, County Manager

A handwritten signature in black ink, appearing to read 'HK', written over a horizontal line.

Holli Kiechler, Administrative Officer