

Storey County Job Description**Tourism & Marketing Manager**

Class Title: Tourism and Marketing Manager
FLSA Status: Exempt
Created: 06/26/12
Last Revised: 01/13/15

JOB SUMMARY

Under general direction of the Tourism Director, plans, organizes, manages, and otherwise engages in functions related to support, marketing, and promotion of tourism, and operations of the Visitors Center and the Virginia City Tourism Commission.

DISTINGUISHING CHARACTERISTICS

This is an advanced-level position within the tourism and marketing team. The incumbent works under general to little supervision and answers directly to the Tourism Director. The incumbent exercises a high level of independent judgment, confidentiality, and leadership, and supervises one or more employees.

EXAMPLES OF ESSENTIAL FUNCTIONS

The duties listed below are examples of the work typically performed by an employee in this position. Performance of these Essential Functions is the reason the job exists. An employee may not be assigned all duties listed and may be assigned duties which are not listed below. The following duties are performed under close supervision. Essential functions may include, but are not limited to, the following:

1. Assists in short- and long-range strategic planning, development, implementation, and evaluation of programs related to tourism, conventions, attracting businesses and visitors, and other department functions.
2. Liaises and networks with businesses, agencies, the public, and other entities in planning, developing, implementing, and evaluating programs and strategies related to the position; participates in local community events outside of the normal line of duty in order to better understand and become integrated with the local community.
3. Assists in developing marketing and advertising strategies by networking, coordinating, and developing partnerships with other agents and entities.
4. Coordinates and participates in meetings, speaking engagements, seminars, trade shows, Familiarization Tours (FAMs), Constant Contact Marketing Program, local attractions, exhibits, and other such functions.
5. Travels to and attends trade shows, conventions, meetings and other functions; represents and promotes the functions of the department.
6. Manages and prepares programs, budgets, financial statements, audits, cost estimates, staffing and schedules, facilities, organization, capital needs, inventory, policies, and manuals; prepares

and presents complex technical reports and recommendations to the director, other departments and agencies, and the commission.

7. Assists in preparation, set-up, and tear-down of special events, including planning and implementation as well as fulfilling manual tasks.
8. Keeps abreast of new and proposed federal and state legislation related to the field; provides comments and recommendations to the director and the commission.
9. Maintains all required certifications and licenses; attends and participates in professional group sessions; stays abreast of new trends and innovations related to the field.
10. Supervises, directs, and leads subordinate employees.
11. Sources grants and other funding opportunities, and proposes recommendations for new funding sources in accord with needs assessments, program evaluations, and goals and objectives; researches, monitors, and coordinates fiscal compliance of the department with grant agencies; develops, monitors, and maintains grant project tracking systems to ensure timely preparation of grant applications and implement of grant requirements; maintains files and records related to grant program activities; prepares financial, statistical, operational, and performance reports for compliance with grant requirements.
12. Represents Storey County and the Visitor's Center in a courteous, professional manner.

QUALIFICATIONS

Knowledge of:

- The values, strengths, weaknesses, and opportunities of the local community.
- Advanced public speaking techniques.
- Statutes, regulations, policies, and procedures applicable to the position.
- Basic accounting principles and procedures.
- Written communication, including the ability to compose, edit, and proof complex reports, financial documents, grants, and other correspondence.
- Merchandising and marketing techniques, including telemarketing and social media.
- General research and statistical analysis techniques.
- Methods to attract and retain local businesses and events, and promote economic development.
- Principles and practices of business management and leadership, including supervision.
- Correct verbal and written English usage, including grammar, punctuation, and vocabulary.
- Basic modern office equipment such as telephones, fax machines, and copiers; and personal computer programs such as Microsoft Windows and Office, basic AS400 systems, and other applicable programs and software.
- Principles of customer services and working within a team-oriented work environment; methods and techniques for dealing with the public during stressful situations.

Ability to:

- Apply general statistical analyses to forecast needs, and develop, implement, and evaluate programs, policies, and resources of the department and its functions.
- Prepare, interpret, and evaluate simple and complex data, financial statements, and reports.
- Effectively communicate verbally and in-writing; gather, analyze, and prepare data and other information; present findings and recommendations to individuals and groups in an understandable and persuasive manner; promote construction and efficient cooperation with existing and prospective businesses in a team-oriented environment; act courteously, and communicate effectively with agencies, the public, and others in a variety of different emotional states, from a variety of different backgrounds, and with different educational backgrounds and mental capacities.
- Continue education and training to remain current on latest policies, practices, and required certifications.
- Travel over long distances and for extended periods of time as related to the position.
- Consistently demonstrate a positive attitude and progressive action through the display of professionalism, courtesy, and appropriate tact and discretion; maintain accurate records.
- Lead subordinate staff in a supportive and positive manner.
- Exercise initiative and sound independent judgment within established guidelines; work effectively under pressure of deadlines, conflicting demands, and during emergencies.
- Operate basic modern office equipment including telephones, fax machines, and copiers; personal computer programs and systems such as Microsoft Windows and Office, basic AS400 systems, and other programs and systems applicable to the position; type at a sufficient rate and with accuracy to perform the functions of the position; and operate a motor vehicle for intermittent and extended periods.
- Carry out and actively participate in an assortment of special and ongoing tasks.
- As allowable by law, maintain and handle information in a highly confidential manner.
- As needed, may respond to call-out in emergencies, other than normal working hours, as needed. For example, may respond to and actively participate in all-hazard Incident Command Systems (ICS); may provide assistance in the integration of facilities, equipment, personnel, procedures, and communications operating within a common organization ICS structure; may assist in coordinating responses among various jurisdictions and functional agencies, both public and private; and may assist in establishing common processes for planning and managing resources in the ICS; may assist departments on their emergency management and ICS plans.

LICENSING, EDUCATION & OTHER REQUIREMENTS

- 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:

- A high school diploma or equivalent. (An Associate’s or Bachelor’s Degree from accredited college or university, or equivalent education, in business, public administration, marketing, tourism, finance, planning, or a related field is preferred.)
- At least three years of increasingly responsible experience in the convention and tourism field, or related field of work, including at least two years lead responsibilities. (Additionally, two years of supervisory experience is preferred).
- Possess and maintain a Nevada Driver License appropriate for vehicles and other equipment used.
- The ability to pass a criminal background investigation.

PHYSICAL REQUIREMENTS & WORK ENVIRONMENT

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.

- **Physical Requirements:** Strength, dexterity, coordination and vision to use a keyboard and personal computer for prolonged periods of time. Strength and stamina to bend, stoop, sit, and stand for long periods of time, and walk for long distances. Dexterity and coordination to handle files and single pieces of paper; occasional lifting of files, stacks of paper, and other such materials; occasional lifting of road cones, barriers, signs, portable tables, chairs, signs, and trade-show booth materials (up to 50 lbs.). Some reaching for items above and below desk level. Some reaching, bending, squatting, and stooping to access files and records, and other materials applicable to the position. Manual dexterity and cognitive ability to operate a personal computer using word processing and databases. The ability to communicate via telephone and other telecommunication devices. *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:** Position functions mainly indoors in an office or store-front type environment where work may be performed at a desk, counter, or on the sales floor. Work also occurs at off-site locations such as convention centers, and in outdoor environments that include inclement weather conditions. Position requires occasional travel by car to carry out deliveries, pick up materials, and attend meetings, and includes other travel to distant locations for extended periods. Working environment is generally clean with limited exposure to conditions such as dust, fumes, noise or odors. 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.

Effective the _____ day of January, 2015

Patrick A. Whitten
County Manager

Austin Osborne
Administrative Officer