

## Storey County Job Description

# Tourism and Event Manager

**CLASS TITLE:** Event & Business Development Manager  
**FLSA STATUS:** Exempt  
**Created:** Jan 1, 2022  
**Revised:** October 10, 2022

**JOB SUMMARY:** Under general direction of the Tourism Director, plans, organizes, manages and otherwise engages in functions related to support, promotion of tourism, events, marketing and operations of the Virginia City Tourism Commission, including Pipers Opera House, VC Freight Depot, VC Arena & Fairgrounds, GH Freight Depot and other tourism related facilities and venues; schedules and manages special events; manages the staffing for all VCTC facilities; attends and provides appropriate reports at VCTC meetings; and attends tradeshow and conferences. The position includes acting as a responsible liaison to public relation assignments which may comprise the public, officials, and upper-level management; and solicits and hosts tourism groups, private events, tours, etc.

**DISTINGUISHING CHARACTERISTICS:** This is an advanced-level position within the tourism, event, and marketing teams. 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:

- 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.
- 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 to better understand and become integrated with the local community.
- Identifies growth opportunities within the VCTC that support Storey County communities, and create positive stakeholder relationships.

- Identifies methods, and programs to retain, expand, and attract businesses to the area..
- Liaises with the public, local businesses, public agencies, and private entities in promoting Virginia City as a small event venue or meeting destination in alignment with the VCTC Strategic Plan.
- Coordinates and participates in meetings, speaking engagements, seminars, trade shows, Familiarization Tours (FAMs), Constant Contact Marketing Program, local attractions, exhibits, and other such functions.
- Travels to and attends trade shows, conventions, meetings and other functions; represents and promotes the functions of the department.
- 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.
- Assists in the development of plans and programs for special events and sales which are consistent with VCTC strategic, budget and funding goals.
- Coordinates events including weddings, conventions, meetings, speaking engagements, seminars, trade shows, local attractions, and exhibits.
- Supervises and manages routine operations of the VCTC including VC Arena & Fairgrounds, VC Freight Depot, GH Freight Depot and Pipers Opera House; inventory control, event & staff scheduling, public & private transportation programs, office and department procedures, site visits, tours and other functions of the department.
- Keeps abreast of new and proposed federal and state legislation related to the field; provides comments and recommendations to the director and the commission.
- Maintains all required certifications and licenses; attends and participates in professional group sessions; stays abreast of new trends and innovations related to the field.
- Supervises, directs, and leads subordinate employees.
- Provides direction and assistance in the preparation, set-up, and tear-down of special events, parties and parades.
- Represents Storey County and the VCTC in a courteous, professional manner consistently demonstrates positive attitude and progressive actions through the display of professionalism, courtesy, tact, punctuality, attendance, and discretion in all interactions with coworkers, supervisors, and the public; uses common sense discretion with no supervision; remains safe, socially moral, lawful, affective, adaptive, and efficient.
- 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.

## **QUALIFICATIONS:**

### *Knowledge of:*

- Principles and practices of personnel management.
- Principles and practices of business management.
- The values, strengths, weaknesses, and opportunities of the local community.
- Methods to attract and retain local businesses and events, and promote economic development.
- Principles and practices of business management and leadership, including supervision.
- Principles of customer services and working within a team-oriented work environment; methods and techniques for dealing with the public during stressful situations.
- Public speaking techniques.
- Principles of confidential file management and record keeping.
- Statutes, regulations, policies, and procedures applicable to the assigned position.
- Generally accepted accounting principles and procedures.
- Written communication skills with the ability to compose, edit, and proof correspondence, proposals, and grants.
- Sales, merchandising and marketing skills
- Research and statistical analysis techniques.
- Marketing techniques and analyses procedures.
- Methods and programs to retain, expand, and attract businesses.
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### *Ability to:*

- Consistently demonstrate a positive attitude and progressive action through the display of professionalism, courtesy, and appropriate tact and discretion; maintain accurate records.
- Exercise initiative and sound independent judgment within established guidelines; work effectively under pressure of deadlines, conflicting demands, and during emergencies.
- Lead subordinate staff in a supportive and positive manner.

- Apply general statistical analyses to forecast needs, and develop, implement, and evaluate programs, policies, and resources of the department and its functions.
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- Plan, direct, administer, and coordinate personnel and resources to provide services and achieve organizational objectives.
- Communicate with the public and others in situations requiring tact, diplomacy, and poise.
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- Prepare and interpret a variety of simple and complex financial statements, reports, and analyses.
- Operate a computer, including a variety of software programs applicable to the position.
- Use initiative and independent judgment within established procedural guidelines.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective cooperative working relationships with those contacted in the course of work.
- Continue education and training and remain current on latest policies, applicable sales tools and trends, leadership and customer service, and other best practices.
- Lift, move, transport, and install barriers, signs, and other traffic control devices up to 50 lbs. on a periodic basis.
- Travel, including for extended periods, as related to the position.
- Operate basic modern office equipment including telephones, fax machines, and copiers; personal

**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.
- This position requires the use of a County vehicle on County business. Individuals must be physically capable of operating the vehicle safely, have an acceptable

driving record, and possess and maintain a valid Nevada Class B Driver's License with a passenger (P) endorsement.

- Any combination of training, education, and experience that would provide the required knowledge and abilities for the position. A typical way to gain the required knowledge and ability is possession of an associate degree, or equivalent, from an accredited college or university with a major in business, tourism, finance, or a related field, AND, three years of increasingly responsible experience in the convention/tourism area, including two years of supervisory or lead responsibilities.

**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 cash register, calculator, keyboard, and computer monitor for prolonged periods. Strength and stamina to bend, stoop, sit and stand for long periods of time. Dexterity and coordination to handle brochures and single pieces of paper, occasional lifting of files, stacks of paper or reports, references and other materials. Reaching for items above and below desk or counter level; bending, squatting and stooping to access items is necessary. The ability to communicate via telephone. Light lifting (up to 50 pounds) is occasionally required. *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: position functions both indoors, in an office setting, and outdoors periodically in inclement weather and in a store-front environment where work is performed at a desk, on the sales floor, or behind a counter, but may require other venues in town. Position requires occasional travel by car to carry out deliveries, pick up materials, and attend meetings. 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 \_\_\_\_\_ .

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Austin Osborne  
County Manager

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Administrative Officer