

JOB TITLE: Tourism Development Director

TOUR/1

DEPARTMENT: Tourism Development, Rutherford County

JOB SUMMARY: This position is responsible for planning, developing, and coordinating visitor services and implementing marketing programs promoting travel and tourism within the county.

MAJOR DUTIES:

- o Supervises employees and volunteers at the visitor center.
- o Develops Tourism and Development budget; manages budget expenditures; creates revenue programs.
- o Researches and develops advertising in various media sources; directs ad development.
- o Develops marketing materials; develops new general promotion venues.
- o Prepares special reports; conducts statistical analysis; researches trends in the travel industry.
- o Develops the annual marketing plan.
- o Directs the development of the website and other electronic media programs.
- o Schedules board meetings; supervises maintenance of records.
- o Locates and visits all new lodging properties and attractions.
- o Provides assistance to all lodging properties in regards to marketing, travel package programs, and collateral material.
- o Makes presentations to civic, government, and other organizations.
- o Contacts travel writers, tour operators, newspapers, magazines and other publications concerning tourism in the county; plans and conducts FAM trips in partnership with state tourism officials.
- o Creates, plans, and coordinates festivals and events that attract visitors to the area; suggests activities and themes; recruits volunteers; coordinates financial activities associated with events.
- o Performs other related duties as assigned.

KNOWLEDGE REQUIRED BY THE POSITION:

- o Knowledge of the travel and tourism industry, travel trends, and the principles and practices of convention and visitor bureaus.
- o Knowledge of county ordinances, policies, and procedures.
- o Knowledge of relevant state laws governing the visitor service industry.
- o Knowledge of the geography and demographics of the county.
- o Skill in collecting and analyzing information and statistics.
- o Skill in developing and implementing programs and services.
- o Skill in public and interpersonal relations.
- o Skill in organizing and prioritizing work.
- o Skill in operating office equipment such as a computer, typewriter, calculator, facsimile machine, scanner, imaging device, and multi-function printer.
- o Skill in management and supervision.
- o Skill in oral and written communication.

SUPERVISORY CONTROLS: The Rutherford County Tourism Development Authority Board assigns work in terms of department goals and objectives. The work is reviewed through conferences, reports, and observation of department activities.

GUIDELINES: Guidelines include the annual marketing plan and budget, directions from the Board, county policies and procedures, and county ordinances. These guidelines require judgment, selection, and interpretation in application.

COMPLEXITY: The work consists of varied management, marketing, and public relations duties. The need to be sensitive to local priorities while implementing visitor-related services contributes to the complexity of the work.

SCOPE AND EFFECT: The purpose of this position is to plan, develop, and coordinate visitor services and implement marketing programs promoting travel and tourism within the county. Successful performance contributes to the positive image of the county as a travel destination and increased visitor spending.

PERSONAL CONTACTS: Contacts are typically with co-workers, media representatives, other county employees, Board members, elected officials, travel and tourism industry representatives, visitor services providers, special event planners, state agency representatives, community, civic, and business leaders, and the general public.

PURPOSE OF CONTACTS: Contacts are typically to give and exchange information, resolve problems, motivate or influence persons, and provide services.

PHYSICAL DEMANDS: The work is typically performed while sitting at a desk or table, standing, or stooping. The employee occasionally lifts light and heavy objects, and climbs ladders.

WORK ENVIRONMENT: The work is typically performed in an office and at tradeshow.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY: This position has direct supervision over Administrative Assistant (1) and other part-time personnel.

MINIMUM QUALIFICATIONS:

- o Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the occupational field.
- o Experience sufficient to thoroughly understand the work of subordinate positions to be able to answer questions and resolve problems, usually associated with one to three years experience or service.
- o Possession of or ability to readily obtain a valid driver's license issued by the State of North Carolina for the type of vehicle or equipment operated.