



CITY OF MANITOWOC

WISCONSIN, USA

www.manitowoc.org

DATE: May 2, 2022
TO: Room Tax Commission
FROM: Courtney Hansen, Director of Tourism
RE: Request to approve revision to Destination Marketing Manager job title

I am requesting the job title of Destination Marketing Manager be revised to Destination Sales and Marketing Manager. No changes to the job description and duties are being requested.

This request is being made to better align this position's title with those in the tourism industry and better encompass the job duties and responsibilities. Within the industry, it is known to group planners and operators to contact a Destination Marketing Organization's employee or department with the word "sales" in the title when group sales services are needed. The incorporation of the word "sales" should ensure these planners and operators have a clear, quick understanding of who to contact and start their experience working with the City of Manitowoc's Department of Tourism off on a strong note.

Additionally, when potentially hiring for this position in the future, the inclusion of the word "sales" in the job position title should ensure candidates with both strong tourism sales and marketing backgrounds are attracted.

A copy of the job description with the revised job title is attached to this agenda item.

Thank you for your consideration.