

Job Description

Human Resource Use Only	
Position Number:	
Step/Grade	
Effective Date:	

POSITION IDENTIFICATION

Position Title:	Director of Tourism
Department:	Department of Tourism
Division:	
Status:	Full Time Exempt
Workweek:	Monday through Friday 8:00 am – 5:00 pm; occasional travel required.

SUPERVISORY RELATIONSHIPS

Reports to:	Mayor and Room Tax Commission
Directly Supervises:	Destination Marketing Manager and Media and Special Events Coordinator

POSITION PURPOSE

This position's role is to create and manage a comprehensive program of tourism development and promotion for the City of Manitowoc. Responsible for facilitating an active relationship with hotels, restaurants, and tourist attractions in the City of Manitowoc; work involves marketing the City of Manitowoc to promote tourism, and grow tourism-related revenues through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, and evolving tourism practices. Responsible for the operation and management of the Department of Tourism and staff. Work includes a variety of day-to-day duties involving team and facility management, public relations, marketing and advertising, and various promotions.

ESSENTIAL DUTIES

- Promote the City of Manitowoc as a tourist destination at a state and national level and increase leisure travel market share;
- Work closely with the Room Tax Commission to develop programs, grants, and policies to promote tourism and implement a cohesive brand for the City;
- Develop and execute a research-based marketing and public relations strategy; oversee creative content and digital and traditional media; monitor effectiveness of marketing efforts;
- Develop and maintain partnerships with arts organizations, recreation groups, and other local organizations, the local business community, surrounding communities, regional marketing boards, and economic development boards;
- Develop and implement mobile app and contribute to and manage the flow of new web and mobile app content;
- Develop relationships with national, international, and regional tourism-based websites, publications, writers, and tour operators;
- Gather data and prepare annual tourism analysis on target markets and results from marketing efforts for the Room Tax Commission and the City of Manitowoc;
- Coordinate with the Mayor's Office to provide current and updated information to the press;
- Represent the City in joint planning sessions to establish tourism activities;
- Serve on local committees that enhance tourism and foster economic development;
- Maintain and strengthen industry knowledge by attending meetings, seminars, conventions, workshops, and trade shows;
- Establish a professional network and stay informed of trends and changes in the tourism industry;
- Apply for and obtain tourism-related grants;

- Deliver presentations to both local and regional civic and governmental organizations on tourism;
- Oversee the preparation of the tourism monthly report;
- Prepare and administer the annual Tourism budget; monitor department expenditures in accordance with the annual budget and purchasing policies;
- Other duties as assigned.

OTHER DUTIES

Attend other meetings and perform other duties as assigned.

MINIMUM POSITION QUALIFICATIONS

Education	Bachelor’s degree in advertising, marketing, hospitality and tourism, public relations, or closely related field or 5 years of related experience. Knowledge of special event management, economic development, writing, graphic design, and media relations.
Experience:	Minimum of 5 years of experience in advertising, marketing, hospitality and tourism, public relations, or closely related field. Minimum of 2 years of experience leading a team or managing employees.
Certifications/Licenses:	Valid driver’s license required
Other Requirements:	In this position, it is necessary that the hours and days of the week be flexible. Working evenings, weekends, and holidays are occasionally required. Travel and attendance at city, regional or state meetings, conferences, and events is required.

KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of the tourism industry; existing knowledge of the geographic layout of the City, including tourist attractions; Extensive experience in Microsoft Office programs and social media applications; ability to read, analyze, and interpret general budget, financial reports, and government regulations; knowledge of website development; experience with Adobe products; ability to write reports, business correspondence, and department plans and procedures; ability to effectively present information and respond to questions from the Room Tax Commission, Common Council, and the general public; ability to define problems, collect data, establish facts, draw valid conclusions, and create solutions; understand business implication of decisions; demonstrate knowledge of market and competition; align work with strategic goals; recognize and act on opportunities and take calculated risks to accomplish goals.

BACKGROUND CHECKS

Condition of Employment

PHYSICAL DEMANDS

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Manual Dexterity:	While performing the duties of this job, the employee is regularly required to coordinate hands, eyes, feet and limbs in performing semi-skilled movements such as operation of a computer keyboard, telephone, and calculator equipment.
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Physical Effort:	The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling, crouching or crawling. The employee must regularly lift and/or move up to 20 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required include close vision, distant vision and ability to adjust focus.
Working Conditions:	The noise level in the work environment is moderately quiet. Work is normally indoors with controlled climate conditions. Work will require mobility during special events and conferences. Employee may be required to be outdoors for a short period of time, and therefore subject to varying weather conditions for purposes of accomplishing the essential functions of the job.

This position description has been prepared to define the general duties of the position, provide examples of work and to detail the required knowledge, skills and abilities as well as the acceptable experience and training for the position. The description is not intended to limit or modify the right of any supervisor to assign, direct, and control the duties of employees under supervision. The City of Manitowoc retains and reserves any and all rights to change, modify, amend, add to or delete from any portion of this description in its sole judgment.

This job description is not a contract for employment.

The City of Manitowoc is an equal opportunity employer, in compliance with the Americans with Disabilities Act. The City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.