



Uintah County

Job Description

Title:	Travel & Tourism Director	Code:	134
Division:	Administration	Effective Date:	06/19
Department:	Tourism	Last Revised:	06/19
FLSA Cat:	Exempt	Pay Grade:	36

GENERAL PURPOSE

Performs a variety of professional, administrative, public relations, marketing, and managerial duties related to travel and tourism, events, and visitor services with the objective to increase promotion and development of Uintah County's tourism industry including businesses directly impacted by an increase in tourism such as hotel, restaurant and recreational venues. Work involves significant intra-governmental, business, and media and public contracts.

SUPERVISION RECEIVED

Works under the broad policy guidance of the County Commission

SUPERVISION EXERCISED

Provides general supervision to travel and tourism coordinator and management of the Jensen Welcome Center through a contract between the Utah Office of Tourism and Uintah County.

ESSENTIAL FUNCTIONS

Functions in a leadership role in the development of a comprehensive tourism marketing plan yearly for Uintah County. Initiates strategies designed to ensure Uintah County is a tourist destination by developing, planning, organizing and administering tourism programs and events with a comprehensive County-wide and regional focus. Promotes Uintah County as a premier recreational visitor attraction and destination. Creates collaborative solutions to regional challenges, and builds collaborative relationships with business, government and state agencies to grow the visitor economy.

Responsibilities include the development and implementation of yearly marketing budget and plan, advertising, and public relations initiatives, and implementing, monitoring, evaluating and adjusting of the plan to ensure success. Develops supportive relationships with cities in Uintah County, State and Federal partners, and private tourism related businesses.

Supervises tourism coordinator and Jensen Welcome Center staff; creates monthly schedule, ensures training is complete; approves biweekly timesheets; assigns and monitors progress, evaluates performance in compliance with County policies; addresses employee performance problems in a timely manner. Works with the Utah Office of Tourism (UOT) on contract between UOT and Uintah County. Prepares the Tourism department budget and Jensen Welcome Center Budget; Manages the Events budget for Uintah County and monitors expenditures within approved budgets. Ensures compliance with all County financial policies, procedures, and practices.

Promotes Uintah County as a tourist destination by developing, planning, organizing and overseeing tourism marketing and promotion programs to drive hotel, leisure sales and tax revenues. Collaborates effectively with all Uintah County and State of Utah tourism and recreational partners, including but not limited to: Vernal Area Chamber of Commerce; Utah Office of Tourism (UOT), Tourism Tax Advisory Board (TRT). Conducts quarterly TRT Board meetings with representation from hotels, restaurants, guides and outfitters,

campgrounds, transportation, Western Park and Uintah Conference Center. Develops alliances with key business stakeholders – Arts, Hospitality, Events, Regional business, Culture, Entertainment, Visitor Services and Tourism. Actively promotes meetings, events and conventions in Uintah County.

Oversees grant application submissions to the Utah Office of Tourism, the Office of Outdoor Recreation and other available funding sources as grant funding becomes available for relevant projects and events. Works with the County Clerk Auditor to align budget for grants awarded. Oversees the completion of each of the awarded grants.

Promotes of Uintah County through all mediums of marketing including television, radio, internet/social media, print, website, travel trade and consumer shows. Creates welcome bags for local events and conferences. Creates printed media for local and national distribution. Creates a biannual area guide for Uintah County. Maintains tourism website with current information and photography. Coordinates and works with media and tourism representatives to create FAM tours to promote Uintah County on the State, National, and International level. Works with local tourism partners to host FAM tours.

Chairs or Co-Chairs events in Uintah County to increase tourism business in the local economy including the Dinah SOAR Days Hot Air Balloon Festival, Outlaw ATV Jamboree, Dinosaurland Passport to Summer, Summer Day Trips, Red Fleet Paddlefest, Holly Days and other events as assigned by the commission.

Coordinates effectively and creatively with marketing firms and tourism marketing partners to develop digital, internet, social media, and print marketing tools and programs supporting the regional marketing goals. Reviews analytics from internet sites and manages data to improve marketing plan. Meets regularly with lead generator parties and local area attractions to make sure marketing plan is best serving the needs of all partners. Attends meetings, training, conferences, and conventions to ensure marketing plan and efforts are current and progressing.

Serves on or attends State of Utah level tourism and recreation boards; such as Utah Office of Tourism Board, UTIA (Utah Tourism Industry Association) board, Office of Outdoor Recreation Board, Utah State Parks Board, and other boards and meetings as assigned or appointed.

Performs other related duties as assigned.

QUALIFICATIONS

1. Education and Experience:

- A. Bachelor's Degree in Marketing, Public Relations of related discipline; plus two (2) years of specialized training in public relations, marketing, general business or related field provided through professional workshops, seminars, vocational programs or in-service;

AND

- B. Three (3) years of experience in marketing, public relations or a related field directly related to the travel industry.

OR

- C. An equivalent combination of education and experience.

2. Required Knowledge, Skills, and Abilities:

Considerable knowledge of the tourism industry at the national, state, and local level; working knowledge of advertising, design, layout and copy writing; budgeting; methods of negotiation, buying; some knowledge of the principles of supervision; employee motivation and office management.

Ability to supervise subordinates and to direct work performed by employees in order to maximize travel and tourism services; perform simple accounting and maintain department records as required; develop effective working relationships with elected officials and the public; communicate effectively verbally and in writing.

3. Special Qualifications:

None.

4. Work Environment:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require a variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting and reaching. Talking, hearing and seeing essential to the performance of essential functions. Common eye, hand, finger, leg and foot dexterity also utilized in performance of daily tasks. Occasional exposure to changing environmental conditions due to frequent state and local automobile travel. Mental application utilizes memory for details, emotional stability, discriminating thinking and creative problem solving.

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I _____ have reviewed the above job description. Date: _____
(Employee)