

Uintah County

Job Description



Title:	Travel & Tourism Director	Code:	224
Division:	Administration	Effective Date:	1/09
Department:	Tourism	Last Revised:	11/15
FLSA Cat:	Exempt	Pay Grade:	29

GENERAL PURPOSE

Performs a variety of administrative, marketing, and public relations duties as needed to promote and develop tourism.

SUPERVISION RECEIVED

Works under the general supervision of the Uintah County Commission.

SUPERVISION EXERCISED

None.

ESSENTIAL FUNCTIONS

Develops comprehensive marketing strategies aimed at increasing leisure travel to the area through coordination of and participation in trade shows, innovative marketing partnerships and other outreach where appropriate. Conducts multi-media outreach and maintains travel and tourism website.

Conducts sales and marketing calls, generates leads and provides follow-up. Attends workshops, conferences and state travel council meetings.

Acts as primary information contact to travel agents and other travel related groups and individuals.

Makes recommendations for printed publications, radio and television, and other related promotional media; distributes media to visitors and potential businesses; produces VIP packets for conventions, prospective conventions and tourists.

Contracts for the production of brochures (including design, layout and printing) and video tapes and related promotional media; distributes to visitors and potential business and industries interested in relocation; produces VIP packets for conventions, prospective conventions and tourists; prepares media releases.

Coordinates with various meeting planners from government, business and industry as needed to assist in the preparation of convention materials and development of housing registration forms. Designs and schedules familiarization tours; invites groups to hold meetings and conferences; provides information on geography and facilities. Coordinates with State film commission to promote film making; responds to inquiries from film makers; provides information packets; tours with filming groups; orients decision makers to various sites and locations meeting their interests; assists companies to acquire filming permits and developing contacts for pertinent support services.

Performs related duties as assigned.

MINIMUM QUALIFICATIONS

1. Educations and Experience:

- A. Bachelors 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 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 bookkeeping 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 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)