

**CITY OF POMPANO BEACH
CLASS DESCRIPTION****TOURISM MARKETING MANAGER****GENERAL**

Under the direction of the Public Communications Director or designee, this position is responsible for managing and leading the City's tourism and marketing efforts. Incumbent develops and executes a strategic tourism and marketing plan, coordinates the affairs of the Economic Development Council's (EDC) Tourism Committee and supervises all tourism related initiatives. Position will provide management oversight for the administration and coordination of internal and contracted tourism advertising/destination marketing services. Work is performed exercising considerable initiative and independence in undertaking and completing assignments and involves extensive contact with government officials, public and private agencies, the development and business community, citizen groups, advisory boards and other city departments.

EXAMPLES OF ESSENTIAL DUTIES

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Creates the development of short and long range plans and public relations campaign for increasing visitor awareness for the City of Pompano Beach.
- Implements the Tourism Plan developed by the EDC Tourism Committee
- Establishes and maintains contacts with tourism industry leaders including meeting planners and travel media.
- Coordinates the interests of various related industry groups to maximize use of resources, staff and opportunities for the purpose of economic development.
- Gathers, interprets, and prepares data for studies, reports and recommendations;
- Coordinates tourism and marketing activities with other departments and agencies as needed; maintains necessary operating records.
- Provides professional advice to supervisors; makes presentations to supervisors, boards, appointed and elected officials, civic groups, trade groups and the general public.
- Supervises, prepares and administers budgets, purchases, contracts revenues and expenditures, as well as future projections.
- Researches, maintains and prepares a variety of periodic reports and records relating to the travel and tourism market.
- Develops and monitors advertising and promotional material relating to tourism.
- Assists in developing opportunities for local businesses to create awareness for travelers and visitors.
- Performs any other related duties as required or assigned.

KNOWLEDGE, SKILLS AND ABILITIES

- Thorough knowledge of the principles and practices of tourist development activities.
- Knowledge of domestic and international sales and destination marketing strategies, techniques and methods.
- Knowledge of the Florida Tourism Industry including the latest trends and demographics.
- Thorough knowledge of Microsoft Office Suite.

- Skill in the optimal use of social media and other e-marketing methods.
- Skill in event and convention planning.
- Skill in the practices and requirements of print and electronic media.
- Skill in print and graphics production.
- Ability to operate computer printer, copy machine, fax machine, scanner, telephone, and calculator.
- Ability to safely operate a motor vehicle.
- Ability to plan and supervise the work of technical, clerical and maintenance personnel and private contractors as applicable.
- Ability to prepare, maintain and monitor detailed technical, budget and financial documents.
- Ability to communicate effectively both verbally and in writing.
- Ability to identify, analyze and solve administrative and management problems and render advice and assistance.
- Ability to serve the public and fellow employees with honesty and integrity in full accord with the letter and spirit of all city ethics and conflicts of interest policies.
- Ability to establish and maintain effective and credible working relationships with the general public, co-workers, city officials and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability or political affiliation.
- Ability to maintain flexible work schedule to manage multiple priorities and meet demanding deadlines.
- Ability to travel out of area to attend trade shows, meetings with industry professionals and other related activities as necessary.
- Ability to maintain regular and punctual attendance.

MINIMUM QUALIFICATIONS

Bachelor's Degree in Tourism, Public Relations, Advertising, Marketing or a closely related field required, and five years experience in tourism and destination marketing.

A comparable amount of training and experience may be substituted for the minimum qualifications.

SPECIAL REQUIREMENTS

Possession of a valid, Florida driver's license and an acceptable driving record.

PHYSICAL REQUIREMENTS

While performing the duties of this job, the employee is frequently required to stoop, reach, stand, walk, talk, hear, see and use repetitive motions. The employee may lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and the ability to adjust focus. The position requires the individual to meet multiple demands from several people and interact with the public and other staff. The noise level in the work environment is that which is expected in a busy office environment, which is quiet to moderately loud.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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Bargaining Unit: Non-Bargaining

FLSA: Exempt

Classification: 31/50

Location: Public Communications

GERS: Regular Class