



TOURISM DIRECTOR

DEPARTMENT: TOURISM SERVICES/TOURIST RESORT

EXEMPT

GENERAL DESCRIPTION:

Under the administrative direction of the Town Manager or designee, performs highly complex and specialized executive work, coordinates, implements and manages a variety of special projects and programs within the Tourism department; requiring considerable interaction with outside agencies, community businesses and organizations, administrative officials, and the general public. Plans and oversees activities, marketing and events to attract visitors to the Town. Promotes dining, shopping, lodging, recreation and recreational amenities.

JOB SUMMARY

The Surfside Tourism Director is responsible for planning and overseeing the Town of Surfside, Florida tourism activities, marketing and events in order to attract visitors to the Town. Overall activities include: promoting the Town's dining, shopping, lodging, recreation and recreational amenities to visitors nationally, internationally and within the State of Florida, particularly the Broward and Miami-Dade County area; planning, organizing and managing all Town of Surfside Tourist Board special events including logistics, promotion and advertising; promotes local hotels and downtown business, manages the visitor's center in addition to developing and implementing marketing initiatives including visitors social media for such endeavors.

ESSENTIAL JOB FUNCTIONS:

1. Oversee creative, production and implementation of all marketing communications such as but not limited to website, brochures, advertising, visitor social media, visitor public relations and promotional materials.
2. Generate various complex and specialized correspondence, articles, memos, agendas, orders, reports, forms, manuals, or other relevant promotional materials.
3. Champion Surfside's downtown and work with related Committees to maximize the potential, while working with related agencies/organizations such as Main Street USA, International Downtown Association among others.

4. Plan, organize and manage all tourism promotional events including: creative themes, logistics, media coordination, advertising, publicity, community outreach, budgets and timelines.
5. Handle matters of a sensitive nature.
6. Maintain working rapport with hotel management, merchants and restaurants to encourage and develop participation in promotions and events.
7. Serve as liaison between Town Administration, civic groups and business organizations involved with the Downtown District and tourism.
8. Implement plans and strategies, including the use of visitor social media, to solicit communication to industry business and community groups, individuals, etc. for the purpose of attracting potential visitors for dining, shopping, and lodging in the Town of Surfside.
9. Review and evaluate proposals for new programs and services.
10. Assist with the overseeing of resort tax compliance and short-term rentals and responds accordingly.
11. Respond to requests from visitors, the community, businesses and general public by evaluating and insuring appropriate assistance.
12. Manage and participate in the development and administration of the departmental budget; creates and manages event budget for each activity produced by the department.
13. May function in any emergency management role or capacity in the ICS to include, Logistics, Operations, and Planning.
14. Ensure compliance with policies, procedures and applicable operational, budgetary and regulatory standards.
15. Maintain current knowledge of related trends and developments to assist with generating ideas, researching, fact-finding, coordinating and preparing reports to expand existing markets. Develop new marketing opportunities for tourism.
16. Act as the Town's representative in matters pertaining to applicable associations and organizations
17. Attend Town Commission meetings, monthly Tourist Board meetings, and other meetings as required and takes necessary action regarding agenda items.
18. Perform other related duties as assigned.

(NOTE: The listed duties are illustrative only and are not intended to describe each and every function which may be performed in the job class. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment of the position.)

MINIMUM QUALIFICATIONS:

KNOWLEDGE, ABILITIES AND SKILLS:

- Knowledge of operational characteristics, services and activities of tourism development services.

- Knowledge of and strong ability to plan, develop and manage special events.
- Ability to develop a marketing strategy for events and tourism enhancement.
- Ability to identify and respond to Town administration, community, tourist board and elected officials issues, concerns and needs on behalf of the department.
- Ability to prepare and administer a departmental budget and allocate limited resources in a cost-effective manner.
- Ability to provide administrative and professional leadership and direction to subordinate staff.
- Ability to communicate clearly and effectively both verbally and in writing.
- Ability to establish and maintain effective working relationships with Town administration, staff and elected officials, other government officials, the community, business groups and the general public.

EDUCATION AND EXPERIENCE:

This position requires a Bachelor's Degree in a related field or a combination of education and/or experience equal to five (5) years in tourism, marketing, event planning or public relations. An emphasis will be placed on those who have worked with the promotion of tourism and those who have marketing and experience for municipalities, hospitality sector or nonprofit organizations. Demonstrated skills in tourism marketing and effective communication are essential. Previous experience in a Destination Marketing Organization (DMO) is highly desirable.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATIONS OR REGISTRATIONS:

NONE.

ESSENTIAL PHYSICAL SKILLS:

- Moderate (15 to 45 pounds) lifting and carrying.
- Walking.
- Standing.
- Driving.
- Equipment operation.
- Bending and kneeling.

ENVIRONMENTAL CONDITIONS:

- Work is conducted inside and/or outside an office environment.
- The noise level in the work environment can be moderately noisy.
- Moderate (15 to 45 pounds) lifting and carrying
- Standing, Driving

(Reasonable accommodations will be made for otherwise qualified individuals or independent contractors with a disability.)

Revision History: New 1/23/17, 9/27/19

RDH

This job description does not constitute an employment agreement between the Town of Surfside and the employee or independent contractor. It is used as a guide for administrative actions and is subject to change by the Town as the needs of the Town and requirements change.

Approved:

Town Manager's Signature:

