

CODE: 2501
FLSA: E
GRADE: 19

CITY OF FOLEY
JOB DESCRIPTION, OCTOBER 2012

JOB TITLE: LEISURE TOURISM MARKETING DIRECTOR
MARKETING/WELCOME CENTER

GENERAL STATEMENT OF JOB

Under limited supervision, develops, establishes and maintains the City's overall marketing and public relations strategies including, but not limited to, Leisure Tourism initiatives. Manages the city Visitor Information Centers and associated staff and volunteers. Serves as City's primary liaison with the media and for public relations activities related to the City's image, marketing strategies and tourism initiatives. Conducts research and analyzes marketing efforts. Evaluates marketing and public relations results and reports results to the City Council on a regular basis. Develops and administers departmental budget. Monitors and approves expenditures. Reports to the Mayor and for day-to-day operations reports to the City Administrator.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Supervises department employees which may involve such duties as instructing, assigning and reviewing work, maintaining standards, acting on employee problems, selecting new employees, appraising employee performance, recommending promotions, discipline, terminations and salary increases.

Develops, establishes and completes the overall marketing strategies for the City of Foley including, but not limited to, Leisure Tourism initiatives.

Develops long and short term plans, goals and objectives for the Marketing Department and manages the productivity and success of marketing plans and projects for the City.

Manages the development and design of effective promotional materials for the Foley community and/or tourism related programs, including the City's leisure tourism website, the Mayor's newsletter and other social media public relations activities related to the City's image, marketing strategies and tourism initiatives.

Is responsible for city events: Uptown Halloween, Christmas in the Park, Farmers Market and Music and a Movie in the Park.

Compiles and analyses various administrative and/or statistical data; performs research; makes applicable calculations; analyzes data and identifies trends; prepares/generates reports and maintains records; reports results of marketing activity to Council on a regular basis.

Manages all operations and activities of the Marketing Department including the Visitor Information Center(s).

Supervises, directs and evaluates assigned staff, processes employee concerns and problems, directing work, counseling, disciplining and completing employee performance appraisals. Coordinates daily work

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activities; organizes, prioritizes and assigns work; monitors status of work in progress; consults with assigned staff, assists with complex or problem situations and provides technical expertise.

Develops and administers departmental budget; monitors/approves expenditures for compliance with approved budget.

Writes grants to fund specific activities. Administers the Alabama Historical Society grant for City Conductors.

Recruits and trains volunteers to assist with staffing Visitor Center(s) and museum(s).

Serves as the City's primary liaison with media and advertising outlets; collaborates with other departmental leaders, elected leaders, co-workers, local and state government officials, the news media, business and civic leaders, sales representatives and the general public as it relates to the City's marketing and public relations efforts.

Maintains a current knowledge of applicable policies, laws and regulations; maintains an awareness of new materials, procedures, trends and advances in the profession; reads professional literature; maintains professional affiliations; attends conferences, workshops and training sessions as appropriate.

Attends meetings or necessary City Council Work sessions, Centennial Committee meetings, Industrial Development Board meetings, Departmental Managers meeting and HR continuing education for managers meeting.

Ensures departmental compliance with all applicable laws, rules, and regulations. Standards, policies and procedures; ensures adherence to established safety procedures; monitors work environment to ensure safety of employees and other individuals; initiates any actions necessary to correct deviations or violations.

Represents the City as required during special events, participates in other community events and activities as requested and assists on special projects or special initiatives as assigned.

Receives and/or reviews information such as City accounts payable reports, employee time sheets, emails from the City Administrator/other city staff, newspapers, news releases and Visitor Center numbers.

Prepares and generates information such as resolutions, purchase orders, employee/volunteer scheduling, quarterly report for the City Council, annual marketing strategy for the City and monthly visitor stat reports.

Refers to the Annual City Budget, Departmental Chart of Accounts and State and regional tourism reports.

Utilizes a variety of computer software to include Microsoft Outlook, Excel, Word, Incode, Legistar and D3000.

Interacts and communicates with a wide variety of groups and individuals to include Mayor, City Council, City Administrator, HR, Accounting, department heads, city workers, employees, volunteers, local businesses, Chamber of Commerce and the media.

ADDITIONAL JOB FUNCTIONS

Performs back up support duties for front desk at the Welcome Center.

Performs other duties as assigned.

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MINIMUM TRAINING AND EXPERIENCE

Requires a bachelor's degree with a minimum of two to three of experience, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities. Must have a driver's license.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of automated office machines and equipment. Must be able to exert up to five pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time. Must be able to lift/carry weights of ten to twenty pounds.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal Communication: Requires the ability of speaking and/or signaling people to convey or exchange information, includes the receiving of information and instruction from supervisor.

Language Ability: Requires the ability to read a variety of documents and reports. Requires the ability to prepare required records and reports using the proper format punctuation, spelling, and grammar, using all parts of speech.

Intelligence: Requires the ability to apply commonsense understanding to carry out instructions furnished in written, oral, or diagrammatic form; to deal with problems involving several concrete variables in or from standardized situations.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow and give verbal and written instructions; to counsel and teach employees. Must be able to communicate effectively and efficiently with co-workers and the general public.

Numeric Aptitude: Requires the ability to perform arithmetic such as formulas, variables, roots, radicals, monomials, polynomials, exponentials, etc.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width, and shape.

Motor Coordination: Requires the ability to make precise movements with fingers, hands and arms, e.g. typing, keying, data entering, etc.

Manual Dexterity: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination and Visual Acuity: Requires the ability to design harmonious combinations of colors, textures, sounds, odors, tastes, forms, e.g., computer programming, decorating, designs, etc.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress when confronted with persons acting under stress.

Physical Communications: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

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DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.