

Sevier County Job Description



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| Title: Tourism & Events Director | Department: Tourism |
| Grade: 21 | FLSA Status: Exempt |
| Job Code: 115 | Effective Date: 01/12 (Last Revised 06/19) |

GENERAL PURPOSE

Performs a variety of **professional and administrative duties** related to planning, organizing, and coordinating tourism-based events targeting economic development and encouraging tourism within the region.

SUPERVISION RECEIVED

Works under general direction from the Sevier County Commission and general supervision of the County Executive.

SUPERVISION EXERCISED

Supervise Tourism and Events Assistant and volunteers at events.

ESSENTIAL FUNCTIONS

- Perform various day-to-day administrative functions;
- Prepare, negotiate and administer departmental budget;
- Monitor and manage annual budgets for the Travel Council, the Rocky Mountain ATV Jamboree, Sevier County Fair and other special events;
- Monitor general accounting functions;
- Prepare and submit grant applications with appropriate organizations where monies become available for local tourism-based projects and events;
- Manage awarded grants to ensure compliance with grantor conditions and requirements;
- Serve as staff to the Sevier County Travel Council and as liaison between the Travel Council and the Sevier County Commission;
- Assist to identify individuals to serve on the Sevier County Travel Council;
- Set up monthly meetings with the Travel Council, prepare agendas and background material and direct the meetings;
- Develop working relationships with local event organizers and other tourism organizations throughout the state of Utah;
- Promotes fairground usage and assists in scheduling rentals at the Sevier County Fairgrounds Buildings;
- Organize, prepare, coordinate, and direct all aspects of county events and work closely with the committees, volunteers, sponsors, vendors, etc.;
- Oversee volunteer recruitment and selection in relation to various events, also train and monitor volunteers;
- Work closely with local lodging facilities to help promote local tourism;
- Direct the creation of and oversee the distribution of the annual visitor's guide for the County, as well as other publications;
- Create and/or oversee ad placement in magazines and newspapers promoting general tourism and events being held locally;
- Include local establishments in ads and promotions;
- Prepare for and attend travel and outdoor shows and conferences as approved by the County Commission;
- Serve as liaison between local non-profit organizations, civic groups, and other government entities and the County in an effort to promote tourism and keep communication lines open;
- Oversee Sevier County Pageants;
- Work closely with businesses in a sponsorship program;
- Sit on various County and State committees as needed;
- Interact with elected officials from other jurisdictions and represent Sevier County;
- Promote County events and tourism via social media and the county website, ensuring everything is up to date and provide necessary information to visitors;

MINIMUM QUALIFICATIONS

1. **Education and Experience:**

Graduation from college with a bachelor's degree in convention and/or hospitality management, sales and marketing, business administration, public administration or a related field and four (4) years of experience directly related to the travel industry, convention and/or hospitality management with sales and marketing responsibilities or hospitality programming.

*An equivalent combination of education and experience may be considered.

2. **Knowledge, Skills, and Abilities:**

Thorough knowledge of

- Sevier County and its tourism potential in relation to outdoor recreation, general activities and local events;
- Lodging industry and transient room tax laws;
- Tourism at the local, state, and national level;
- The methods and techniques of developing and operating public convention and hospitality management and sales and marketing programs;
- Various software applications, i.e., Windows, WordPerfect, PowerPoint, Word, and Excel, etc.;
- Graphic design methods and practices related to advertising, design, layout and copywriting;
- Fiscal management and budget development;
- General office maintenance and practices;
- Grantsmanship, business and technical writing;
- Interpersonal communication skills;
- Public relations and public speaking;
- Pertinent federal, state and local laws, codes and regulations;
- Principles of management, supervision and employee motivation.

Thorough skill in

- The art of diplomacy, cooperative problem solving and lobbying;
- Use of office equipment, i.e. personal computer, phone, fax, adding machine, copy machine, scanner, digital camera, etc.;
- Math skills, English and grammar skills;
- The use of audio-visual equipment.

Ability to

- Track economic indicators and how those indicators are affected by programs, events, and advertising efforts sponsored and directed by Sevier County identifying, planning, and conducting business and special interest group conferences;
- Manage, administer and direct a large and comprehensive marketing program; analyze problems, identify solutions and project consequences of proposed actions;
- Operate personal computer in utilizing various programs to produce or compose marketing materials, formal documents, proposals, reports and records;
- Prepare and present budget estimates;
- Perform bookkeeping and be able to balance budgets;
- Direct, motivate, develop, and evaluate subordinates;
- Communicate effectively verbally and in writing;
- Develop effective working relationships with supervisors, fellow employees, and the public;
- Work independently and deal effectively with considerable stress caused by work load and time deadlines;
- Identify and respond to sensitive community and organization issues;
- Exercise initiative and independent judgment and to act resourcefully under varying conditions.

3. **Special Qualifications:**

- Must possess a valid state of Utah driver's license.
- Resident of Sevier County.

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, related to walking, standing, stooping, sitting, and reaching and moderate lifting of up to 35 pounds is a recurring need.
- Hand-eye coordination is necessary to operate computers, audio visual equipment and various pieces of office equipment.
- Mental application utilizes memory for details, listening, patience, verbal instructions, emotional stability, discriminating thinking and creative problem solving.
- Frequent travel required in normal course of job performance.



Disclaimer: The above statements describe the general nature, level, and type of work performed by the employee(s) assigned to this classification. This description lists the major duties and requirements of the job and is not all-inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document. 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)

I have reviewed this job description with the employee: _____ Date: _____
(Supervisor Signature)