

# CVB DIVISION MANAGER 1

Job Code	Pay Grade
15084	SM5a

## Nature of Work

This is highly responsible, professional and managerial work in planning, organizing, and directing a major division of the Convention & Visitor's Bureau (CVB), which includes strategy, execution, planning, and management of the CVB's sales, marketing, and communications programs. Incumbents play a key role on the management team responsible for oversight, coordination and implementation of marketing, advertising and brand development. Work may involve development of strategic plans, implementation of plans across multiple platforms, using research forecasting as well as input and collaboration with other CVB leaders. Work also involves the promoting of Pinellas County as an attractive destination for conferences, meetings, sports, film and for leisure travel. The difference between the level of this class and other CVB Division Manager classes is due to the defined scope of work, complexity, fiscal responsibility, finality of action, and labor market. The incumbent exercises considerable independent judgment and initiative.

## Minimum Qualification Requirements

- Bachelor's degree with major course work in Economics, Journalism, Marketing, Business Administration, Communications, or a related field and 7 years of experience in economic development, tourism and/or travel industry or related field, including 3 years in an administrative or supervisory capacity; or
- Master's Degree with major course work in Economics, Journalism, Marketing, Business Administration, Communications, or a related field and 5 years of experience as described above; or
- An equivalent combination of education, training and/or experience.

## Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

## Illustrative Tasks (These are examples and are not all inclusive.)

- Plans, develops and administers a comprehensive marketing strategy and budget for assigned division.
- Interfaces with local hospitality industry and represents destination at various local and national convention and tourism events.
- Directs important aspects of brand management.
- Manages/directs advertising agency activities and operations.
- Plans and directs the activities of professional and clerical support staff; supervises the negotiation and administration of marketing and advertising contracts.
- Directs sales marketing and communications planning, strategy, and execution.
- Manages sales and communications staff and outside agencies.
- Represents Pinellas County in matters relating to tourist development.
- Develops proposals to enhance tourism growth and open new markets for County tourism.
- Coordinates the activities of contractual advertising and marketing agencies.
- Fosters the use of art, cultural events, nature-based activities, sports and film to promote tourism.
- Prepares and maintains departmental records and reports.
- Manages contracted service providers in sales and marketing strategy.
- Performs related work as assigned or required.

## Knowledge, Skills, and Abilities

- Knowledge of practices and procedures in tourist development activities.
- Knowledge of State and local ordinances, laws and regulations.
- Knowledge of and skill to successfully develop and implement promotions and partnerships; ability to manage cooperative advertising and promotional partnerships.

## CVB DIVISION MANAGER 1 (continued)

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### Knowledge, Skills, and Abilities (continued)

- Knowledge of research methods and appropriate means for gathering and reporting information regarding trends impacting development and refinement of marketing and public relations programs.
- Ability to represent the County at public speaking engagements.
- Ability to plan, direct, supervise, and evaluate the work of professional, administrative and support staff.
- Ability to establish and maintain effective working relationships with outside contract agencies, vendors, research firms, coworkers, and the public.
- Ability to communicate effectively, both orally and in writing.
- Ability to initiate and coordinate tourist development programs.
- Ability to operate a personal computer and other automated systems to enter and retrieve information, monitor work performed, and to communicate information in reports, etc.

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Created	EEOC Code	Overtime Code
2/18	Officials & Managers	Exempt