



## **CVB Division Manager 2**

**Category:** Exempt  
**Pay Grade:** E28  
**Job Code:** 15082

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

### **JOB SUMMARY**

Performs 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 digital marketing, or media relations, 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.

### **ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)**

- Plans, develops and administers marketing strategies 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 digital marketing and communications planning, strategy, and execution;
- Manages digital 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;
- Performs related work as assigned or required.

### **QUALIFICATIONS**

#### **Education and Experience:**

Bachelor's degree with major course work in Economics, Journalism, Marketing, Business Administration, Communications, or a related field and seven (7) years of experience in economic development, tourism and/or travel industry or related field, including three (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 five (5) years of experience as described above; or an equivalent combination of education, training and/or experience.

**Special Qualifications (May be required depending on area of assignment):**

- 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.

**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;
- 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.

**PHYSICAL/MENTAL DEMANDS**

The work is light work which requires exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Additionally, the following physical abilities are required:

- Crouching: Bending the body downward and forward by bending leg and spine.
- Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- Kneeling: Bending legs at knee to come to a rest on knee or knees.
- Lifting: Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Occurs to a considerable degree and requires substantial use of upper extremities and back muscles.
- Reaching: Extending hand(s) and arm(s) in any direction.
- Visual ability: Sufficient to effectively operate office equipment including copier, computer, etc.; and to read and write reports, correspondence, instructions, etc.
- Hearing ability: Sufficient to hold a conversation with other individuals both in person and over a telephone; and to hear recording on transcription device.
- Speaking ability: Sufficient to communicate effectively with other individuals in person and over a telephone.
- Mental acuity: Ability to make rational decisions through sound logic and deductive processes.
- Talking: Expressing or exchanging ideas by means of the spoken word including those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Repetitive motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Standing: Particularly for sustained periods of time.
- Walking: Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.

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**WORKING CONDITIONS**

Work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.