



Director, Convention & Visitors Bureau

Category: Exempt
Pay Grade: E41
Job Code: 15099

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 as a key member of the senior management team responsible for strategic planning and managing and directing the CVB tourism sales program over four to five CVB sales departments; develops strategic plans using research forecasting as well as input from and collaboration with other CVB department heads; manages County resources to best establish a measurable return on investment;; performs responsibilities and authorities as delegated by the County Administrator to represent the County Administrator and the Board of County Commissioners as the representative with advertising agencies, the Tourist Development Council, and private sector tourism; promotes the County as an attractive destination for conferences, meetings, sports, film, and the leisure traveler.

ESSENTIAL JOB FUNCTIONS (examples, not all inclusive)

- Plans, develops, and administers a comprehensive marketing strategy and budget for the County area, interfaces with local hospitality industry and represents destination at the regional, national, and international level, and communicates with local and national convention and tourism industries;
- Performs strategic planning and implementation;
- Plans and directs the activities of professional and clerical support staff and supervises the negotiation and administration of marketing and advertising contracts;
- Manages Senior Level Sales Directors;
- Represents the County in matters relating to tourist development;
- Acts as Chief Administrator on all bureau matters pertaining to sales;
- Represents the County within the state, national, and international tourism industry;
- Advises County Administrator, Board of County Commissioners, and Tourist Development Council of progress/developments in Pinellas County's Tourism Development Program, and promotional activities which include marketing and coordination of meetings and conferences;
- Participates in developing and applying County-wide research development;
- Formulates proposals to open new markets for County tourism;
- Develops County proposals to enhance tourism growth;
- Manages contracted service providers in sales and marketing strategy;
- 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;
- Represents County tourism interests on major community project/issues, political issues, major events such as Final Four, Super Bowl, product development, long range planning, and legal issues;
- Prepares and maintains departmental records and reports;
- Performs other related job duties as assigned.

QUALIFICATIONS

Education and Experience:

Bachelor's degree with major coursework in economics, journalism, marketing, business administration, communications, or a related field and five (5) 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 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 knowledge, skills, abilities, and credentials required for a specific position.

Knowledge, Skills and Abilities:

- Knowledge of practices and procedures in tourist development activities;
- Knowledge of state and local ordinances, laws, and regulations;
- Ability to represent the County at public speaking engagements;
- Ability to communicate effectively, both orally and in writing;
- Ability to establish and maintain an effective working relationship with the Board of County Commissioners, Tourist Development Council, and the public;
- Ability to initiate and coordinate tourist development programs.

PHYSICAL/MENTAL DEMANDS

The work is sedentary work which requires exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Additionally, the following physical abilities are required:

- Feeling: Perceiving attributes of objects, such as size, shape, temperature or texture by touching with skin, particularly that of fingertips.
- Fingering: Picking, pinching, typing, or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Grasping: Applying pressure to an object with the fingers and palm.
- Handling: Picking, holding, or otherwise working, primarily with the whole hand.
- 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.

WORKING CONDITIONS

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