

**Storey County Job Description,
(Virginia City Tourism Commission)
TOURISM DIRECTOR**

Reports To: County Manager
FLSA Status: Exempt
Represented Status: Non-Represented
Created: 07-01-2012
Last Revised: 09-22-2022

JOB SUMMARY

Under administrative direction of the County Manager and working directly with and taking direction from the Virginia City Tourism Commission (VCTC), is responsible for all aspects of the Virginia City Tourism Commission's programs including administration, budgeting, supervision and leadership, strategic planning, marketing, media relations, special events, conventions, facilities, and coordinating with the business community, public, and visitors.

DISTINGUISHING CHARACTERISTICS

This is a department head position serving at the pleasure of the County Manager in an at-will capacity. The incumbent in the position will also work directly with and take direction from the VCTC on all matters related to tourism, marketing, and special events. The incumbent must have a collaborative spirit for concept, development, and production and the versatility to work with multiple internal and external stakeholders including board members, agencies, contractors, businesses, and the public. Idea creation, innovation, and execution are essential to success in this role. The incumbent in this position is expected to attend to numerous events on weekends and evenings.

EXAMPLES OF ESSENTIAL FUNCTIONS

The duties listed below are examples of the work typically performed by an employee in this position. Performance of these functions is the reason the job exists. An employee may not be assigned all duties listed and may be assigned duties which are not listed below.

1. Administers and manages an effective tourism and conference/convention program including marketing, sales, and advertising.
2. Identifies target demographics, monitors competition, and adjusts strategy accordingly.
3. Plans/oversees new research-based advertising strategies for current and subsequent years that will increase leisure travel market share.
4. Develops and maintains a close working relationship with key conference/convention management personnel and association executives, as well as key leaders in the tourism

- industry at the state, regional, and national levels including tourism-based publications, writers, and tour operators.
5. Attends conferences and trade shows, and establishes professional networks.
 6. Designs, develops, and conducts familiarization tours for media, event planning, tour operators, and travel writers.
 7. Hosts visiting film scouts for prospective filming opportunities.
 8. Builds campaigns and stories to enhance the marketability and promote attractions and community events for visitors.
 9. Develops and implements reports and programs as appropriate for agencies with which the department or VCTC has contractual or implied relationships.
 10. Oversees creative message development.
 11. Organizes various media information and ensures affordable and effective media buys to promote tourism.
 12. Identifies and secures grant funding related to development and tourism projects.
 13. Oversees the production and development of visitor brochures and literature. Prepares and distributes event calendars to the media and interested parties.
 14. Develops and authors articles on tourism for the local area.
 15. Performs public speaking and represents the VCTC or county upon request.
 16. Promotes citizen involvement and ownership of development and tourism activities through marketing, educational activities, and volunteerism.
 17. Supervises and directs all employees in the tourism program to include assigning work, providing direction and training, reviewing completed work, evaluating performance, and issuing discipline if needed.
 18. Develops and monitors the tourism budget to provide for the greatest possible return on investment.

EXAMPLES OF SECONDARY FUNCTIONS

The duties listed below are examples of duties which may be performed on an occasional basis as needed during times of emergencies.

1. As needed, may respond to call-out in emergencies, other than normal working hours, as needed. For example, may respond to and actively participate in all-hazard Incident Command Systems (ICS); may provide assistance in the integration of facilities, equipment, personnel, procedures, and communications operating within a common organization ICS structure; may assist in coordinating responses among various jurisdictions and functional agencies, both public and private; and may assist in establishing common processes for planning and managing resources in the ICS; may assist departments on their emergency management and ICS plans.

QUALIFICATIONS

Knowledge of

1. Tourist attractions of the community and surrounding areas.

2. The values, strengths, weaknesses, and opportunities of local tourism attractions and the community.
3. Methods and programs to retain, expand, and attract activities and businesses.
4. Principles and practices of convention and facilities operations and use.
5. Facility and event promotion techniques.
6. Marketing for use of VCTC facilities.
7. Methods, materials, equipment, and tools used in convention and facilities operations and maintenance.
8. Principles and practices of marketing and public relations.
9. Economic and tourism development policies, programs, and organizations.
10. Social media use in relation to tourism.
11. Laws, statutes, regulations, policies, procedures applicable to the position.
12. Public sector budget principles and practices.
13. Supervision and leadership principles and practices.
14. Written communication skills with the ability to compose, edit, and proof correspondence, proposals, and grants.
15. Research and statistical analyses techniques and procedures.
16. Modern office procedures, methods, and business computer software.
17. Correct English usage including spelling, grammar, punctuation, and vocabulary.

Ability to

1. Plan, organize, and direct the operations of the tourism programs to enable it to effectively carry out its goals and objectives.
2. Prepare and coordinate staff reports as required.
3. Plan, schedule, and organize all aspects of large special events and conferences.
4. Conduct effective public presentations.
5. Work effectively under the pressure of deadlines, conflicting demands, and emergencies.
6. Work effectively with staff, representatives of the business community, organizations from outside the county, members of elective and appointive bodies, and the general public.
7. Gain cooperation through discussion and persuasion.
8. Collect, interpret, and evaluate narrative and statistical data.
9. Create and administer programs to retain, expand, and attract tourism related business to Virginia City in accordance with the organization's policies, procedures, and goals.
10. Communicate with the public, businesses, elected officials, and others in a tactful and diplomatic manner.
11. Prepare and interpret a variety of complex financial statements, reports, and analyses.
12. Develop and monitor department and other related budgets.
13. Work varied days, hours, and shifts, including weekends and holidays, and work in extreme and unexpected weather conditions as needed.
14. Demonstrate positive attitude and progressive actions through the display of professionalism, courtesy, tact, punctuality, attendance, and discretion in all interactions with coworkers, supervisors, and the public.
15. Effectively supervise, lead, evaluate, and motivate subordinate employees in a supportive and positive manner.

16. Effectively use basic modern office equipment including, but not limited to, telephones, fax machines, and copiers; personal computer programs such as Microsoft Windows and Office; and other applicable programs and software.
17. Continue education and training and remain current on latest policies and practices and required certifications.

LICENSING, EDUCATION & OTHER REQUIREMENTS

1. Any combination of training, education, and experience that would provide the required knowledge and abilities. A typical way to gain the required knowledge and ability is:
 - a. A degree from an accredited college or university with a major in business, tourism, public relations, communications, marketing, or related field; and
 - b. Five years of experience in tourism, marketing, sales, or events promotions, of which two years were in a managerial capacity which included supervision of staff and budget oversight; or
 - c. Other combinations of experience and education that meet the minimum requirements may be substituted.
2. Must possess and maintain a Class B Nevada Driver License with a “P” Passenger Endorsement within 18-months of hire.
3. Pass a criminal background investigation.

PHYSICAL REQUIREMENTS & WORKING ENVIRONMENT

The conditions and requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

- **Physical Requirements**

- Strength, dexterity, coordination, and vision to use a keyboard and personal computer for prolonged periods of time. Strength and stamina to bend, stoop, sit, and stand for long periods of time, and walk for long distances. Dexterity and coordination to handle files and single pieces of paper; occasional lifting of files, stacks of paper, and other such materials; occasional lifting of road cones, vehicle barriers, signs, portable tables, chairs, signs, and trade-show booth materials (up to 50 lbs.). Some reaching for items above and below desk level. Some reaching, bending, squatting, and stooping to access files and records, and other materials applicable to the position. Manual dexterity and cognitive ability to operate a personal computer using word processing and databases. The ability to communicate via telephone and other telecommunication devices. Ability to operate a motor vehicle for short and extended periods.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodations with the employer.

- **Working Environment.**

- Position functions mainly indoors in an office or store-front type environment where work may be performed at a desk, counter, or on the sales floor. Work also occurs at off-site locations such as convention centers, and in outdoor environments that include inclement weather conditions. Position requires occasional travel by car to carry out deliveries, pick up materials, and attend meetings, and includes other travel to distant locations for extended periods. Working environment is generally clean with limited exposure to conditions such as dust, fumes, noise, or odors. Frequent interruptions to planned work activities occur.

This class specification 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 and may be required to have specific job-related knowledge and skills.

Upon approval, the above language shall be amended into the Storey County Government Classification Plan,

Storey County Government

Austin Osborne
County Manager/Acting HR Director

Jeanne Greene
HR Labor Relations