



CLASS SPECIFICATION

Class Title: Deputy Director, Tourism Class Code: 802
Department: Community & Economic Development Eff. Date: 03/15/19
Merit Status: Exempt Grade: 30
FLSA: Exempt

GENERAL PURPOSE: Under general guidance and direction of the Community and Economic Development Director, performs professional and administrative work in planning and managing tourism programs directed towards the promotion and development of Davis County's tourism industry including businesses directly impacted by an increase in tourism such as the hospitality, restaurant, and recreational venues. Work involves significant intra-governmental, business, media and public contacts.

This is an appointed (at-will) position under the direct supervision of the Community and Economic Development Director.

EXAMPLE OF DUTIES: (Any one position may not include all of the duties listed, nor do the listed examples include all of the duties which may be found in positions of this class.)

Functions in a leadership role in the development and execution of a long-term tourism plan. Initiates and propels innovative strategies designed to ensure Davis County is a tourist destination by developing, planning, organizing and administering tourism programs, County-owned venues (presently the Legacy Events Center (LEC) and Davis Conference Center (DCC)) and events with a comprehensive County-wide and regional focus. Promotes Davis County as a premier regional visitor attraction and destination. Creates collaborative solutions to regional challenges, and builds collaborative relationships with all stakeholders.

Develops supportive relationships with cities in Davis County, appropriate State and Federal Stakeholders, and potential private partners. Responsibilities include the development and implementation of regional marketing, advertising, and public relations initiatives, the creation of a tourism development plan and the implementation, monitoring, evaluating and adjusting of the plan to ensure success.

Supervises tourism staff; ensures training and sets priorities; assigns and monitors progress, evaluates performance in compliance with County policies, procedures, and practices; addresses employee performance problems in a timely manner; initiates disciplinary action as directed. Prepares the Tourism Division budget; monitors expenditures and manages division within approved budget. Ensures compliance with all County financial policies, procedures, and practices.

Promotes Davis County as a tourist destination by developing, planning, organizing and overseeing tourism marketing and promotion programs to drive hotel, leisure sales and tax revenues. Coordinates regional marketing efforts and. Studies and makes recommendations on innovative programs to determine potential effectiveness in Davis County.

Collaborates effectively with all Davis County stakeholders, including but not limited to: Davis Chamber of Commerce; Utah Office of Tourism (UOT), Tourism Tax Advisory Board (TTAB). Conducts quarterly county-wide tourism meetings with hotels, restaurants, related venues and other tourism stakeholders. Develops alliances with key business sectors – Arts, Hospitality, Events, Regional business, Culture, Entertainment and Tourism. Actively promotes meetings, events and conventions in Davis County.

Oversees requests related to the Utah Office of Tourism Cooperative Marketing Fund. Oversees grant application submissions to the Utah Office of Tourism, the Office of Outdoor Recreation and other available funding sources as grant funding becomes available for relevant projects and events.

Partners with other marketing fund opportunities available through third party marketing firms and other community and industry stakeholders; travels to local and regional locations as required. Oversees promotion of Davis County through all mediums of marketing including television, radio, internet/social media with such entities as Utah Film Commission, the U.S. Travel Association, etc.

Oversees events including the Commissioners Cup Golf Tournament, Bird Festival, Antelope by Moonlight Bike Ride, Tour of Utah, Davis County Fair, Davis County Art Shows, etc.

Coordinates effectively and creatively with marketing firms and tourism marketing partners to develop digital, internet, social media, and print marketing tools and programs supporting the regional marketing goals. Reviews analytics from internet sites and manages data to improve marketing plan. Meets regularly with lead generator parties, representatives for DCC and LEC to provide referrals to lead generators and to offer related support services; attends monthly meetings with allied partners to ensure marketing plan and efforts are current and progressing.

Performs related duties as assigned.

MINIMUM QUALIFICATIONS:

- 1. Education and Experience:**

Graduation from an accredited college or university with a Bachelor's Degree in hospitality and tourism management, business management, marketing or a related field; a related Master's degree is preferred.

Requires six (6) years of full-time professional experience in tourism, marketing, or hospitality management at an executive level or management. Experience must include budget administration, supervision, and a record of success related to tourism marketing and development.

An equivalent combination of education and experience may be considered.

2. **Other Requirements:**

Must furnish personal transportation for job related driving. Employees driving a personal or county vehicle for job related travel must possess a valid driver license; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty days of hire date (exceptions for military personnel and their dependents).

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

Thorough knowledge related to the duties listed above, in addition to: county/city government; foreign, domestic and regional business and tax increment; finance, hospitality and tourism industry; transportation; indoor and outdoor recreation; convention, venue and events operations and management; marketing and strategic planning; principles of public relations and tourism campaigns.

Skill in: public, media and social media relations; communicating professionally and effectively; speaking and presenting in front of public audiences.

Ability to: build consensus for successful inter-governmental initiatives; exercise sound judgment and make sound decisions; coordinate work and services with multiple organizations; communicate effectively (orally and in writing); compose professional correspondence, reports, contracts, and other documents; work for sustained periods of time maintaining concentrated attention to detail; follow written and oral instructions; establish and maintain effective working relationships with supervisors, other employees, committees, boards, other agencies and the general public.