

ASSISTANT DIRECTOR, CONVENTION & VISITORS BUREAU

Job Code	Pay Grade
15090	SM2b

Nature of Work

This is high-level managerial and supervisory work overseeing the day-to-day operation of all operations within the organization in concert with the Bureau Director. Position requires acute legal and political acumen for organizational activities and proposed courses of action, as well as demonstrated leadership and a working familiarity with both public and private organizational structures. The incumbent is responsible for supervision of both exempt and classified staff, as well as participation in the organization, planning, direction and coordination of the overall tourism marketing program. Work is performed in daily consultation with and under direct supervision of the Bureau Director, with considerable latitude for independent judgment and initiative. Success is measured by on-the-job observation, demonstrable results, periodic conferences and regular reporting of a variety of industry-wide Key Performance Indicators (KPI's) and other established Destination Marketing Organization (DMO) success metrics.

Minimum Qualification Requirements

- Bachelor's degree with major course work in economics, journalism, marketing, business administration, law or related field, and at least 10 years of professional experience within the travel marketing and promotions industry, or closely related field; Or
- Masters Degree with major course work in economics, journalism, marketing, business administration, law or related field, and 8 years of experience as described above; Or
- An equivalent combination of education and 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

- Assists in successful administration of the organization, overseeing daily internal operations on all levels as directed, including budget development, sales, marketing, promotions, staff management, etc.
- Represents the organization to media, local hospitality industry, chambers, municipal and/or county governments and other constituencies as directed in Bureau Director's absence.
- Represents the destination at the regional, national and international level when needed.
- Represents the Bureau Director and department when necessary to the County Administrator, Board of County Commissioners and Tourist Development Council Board of Directors; assumes Bureau Director's responsibilities during absences.
- Oversees procurement and administration of contracts for various outsourced vendors and agencies of record.
- Supervises senior staff, providing guidance and input on annual action plans, departmental budgets, staffing issues, professional development plans, etc.
- Acts as official departmental signatory authority in Bureau Director's absence.
- Acts as Liaison with Pinellas County Emergency Management officials before, during and after any potential crises/emergencies that may affect the tourism industry; coordinates CVB staffing of Emergency Operations Center as needed; coordinates communication of pertinent Emergency Management directives to local industry; updates, maintains and distributes CVB Crisis Communication Plan.

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Knowledge, Skills, and Abilities

- Knowledge of State and local ordinances, laws and regulations relating to tourism, Resort Tax collections, Public Records requests and FOIA/Sunshine Laws.
- Knowledge of practices and procedures in tourist development activities, including events/promotions, leisure sales, meetings/conventions, sports tourism, etc. These encompass all aspects of marketing, including market research, advertising, public relations, sales and service.
- Skill in superlative communications and public speaking skills; ability to represent the organization at a wide variety of public speaking engagements with diverse audiences.
- Ability to provide impeccable judgment and discretion in interpreting and applying County policies, operational guidelines, state statutes and/or other legal guidelines.
- Ability to plan, supervise and critically evaluate work of staff, both in-house CVB employees and outsourced agency staff.
- Ability to establish and maintain an effective working relationship with all constituencies, including but not limited to the Board of County Commissioners, Tourist Development Council, CVB staff, local hospitality industry, media and the public.
- Ability to initiate and oversee administrative programs and procedures and to evaluate their effectiveness.
- Ability to prepare detailed reports and express ideas clearly and concisely, both orally and in writing.
- Ability to prioritize responsibilities, solve problems and formulate procedures to deal with unexpected situations.
- Ability to deal with various crisis situations and develop proactive responses as circumstances dictates.

For official use only

Revised	EEOC Code	Overtime Code
1/16	Officials & Managers	Exempt