

BUREAU DIRECTOR, CONVENTION & VISITORS BUREAU

Job Code	Pay Grade
15099	SMS

Nature of Work

This is highly responsible, professional and managerial work in planning, organizing, and directing the Tourist Development program for Pinellas County which includes marketing and coordination of meetings and conferences. Work includes 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. Work will also involve the prompting of Pinellas County as an attractive destination for conferences, meetings, sports, film and the leisure traveler. The incumbent exercises considerable independent judgment and initiative.

Minimum Qualification Requirements

- Bachelor's degree with major course work in Economics, Journalism, Marketing, Business Administration, Communications, or a related field and 5 years of experience in economic development, tourism and/or travel industry or related field, including 3 years in an administrative or supervisory capacity; or
- An equivalent combination of education, training and/or 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 (These are examples and are not all inclusive.)

- Plans, develops and administers a comprehensive marketing strategy and budget for the Pinellas County area; interfaces with local hospitality industry and represents destination at the regional, national and international level; communicates with local and national convention and tourism industries.
- Plans and directs the activities of professional and clerical support staff; supervises the negotiation and administration of marketing and advertising contracts.
- Represents Pinellas County in all matters relating to tourist development.
- Chief Administrator on all bureau matters pertaining to budget, advertising, sales plans, personnel and non-board issues.
- Represents Pinellas 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.
- Formulates proposals to open new markets for County tourism.
- Develops County proposals to enhance tourism growth.
- 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 related work as assigned or required.

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.

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Knowledge, Skills, and Abilities (continued)

- 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.

For official use only

Revised	EEOC Code	Overtime Code
9/15	Officials & Managers	Exempt