

<b>Job Class Code: 0832</b>	<b>FLSA Status: Exempt</b>
<b>Pay Basis: Salary (Annual)</b>	<b>EEO Category: 2</b>

**GENERAL DESCRIPTION OF CLASS**

The purpose of the class is to manage, develop, implement and direct a comprehensive plan to promote the City as a travel destination for area visitors. The class work involves the development and presentation of marketing plans and operating budgets for the Convention and Tourism Division. The class plans, organizes, and implements programs within major organizational policies; reports progress of major activities to executive-level administrators through reports and conferences.

**TYPICAL TASKS**

- Supervises and directs staff to include hiring, training, discipline, assigning daily work, and evaluating performance.
- Develops, recommends and implements a comprehensive plan for the promotion of the City to travelers, meeting planners and area residents.
- Prepares and administers the annual operating and capital budgets for the Division; monitors expenditures to ensure compliance with approved budgets; and reviews and approves invoices.
- Provides leadership and direction in the development of short and long term marketing and sales strategies in order to attract and maintain leisure and convention business for the City.
- Establishes and maintains effective relationships with community groups, hospitality industry members, neighboring governments’ tourism staff and the Virginia Tourism Corporation to coordinate, support and enhance local efforts.
- Establishes and maintains resource contacts with local community attractions, hotels/motels, restaurants, shopping facilities, entertainment venues or other local contacts.
- Maintains a comprehensive knowledge of applicable laws/regulations and maintains an awareness of new trends and advances in tourism.
- Manages all booking reports, bid presentations, and site inspections conducted by Conventions and Tourism.
- Prepares or completes various forms, reports, correspondence, cooperative agreements, news articles, press releases, press kits, flyers, promotional materials, budget documents, and payment vouchers.
- Designs and manages a hotel tracking program that outlines Conventions and Tourism sales efforts on a monthly basis.
- Maintains statistical data pertaining to conventions held and booked and their economic impact to the community; analyzes data and identifies trends; and prepares and distributes related reports.
- Attends meetings and conferences, as well as regional, state, and national trade shows to promote business and establish contacts.
- Performs other related duties as assigned.

**GENERAL STANDARDS**

<b>Data Involvement</b>	Synthesizes or integrates analysis of data or information to discover facts or develop knowledge or interpretations; changes policies, procedures, or methodologies based on new facts, knowledge, or interpretations
<b>Interpersonal/People Involvement</b>	Negotiates and exchanges ideas, information, and opinions with others to formulate policy and programs or arrive jointly at decisions, conclusions, or solutions
<b>Reasoning Requirements</b>	Performs work involving the application of logical principles and thinking to solve practical problems within or applying to a unit or division of the organization
<b>Mathematical Requirements</b>	Performs addition and subtraction, multiplication and division, and/or calculates ratios, rates and percents
<b>Language Requirements</b>	Reads professional literature and technical manuals; speaks to groups of employees, and public or private groups; writes manuals and complex reports

<b>Mental Requirements</b>	Performs professional level work requiring the application of principles and practices of a wide range of administrative and managerial methods in the solution of administrative problems and the coordination of entry level professional work; applies general understanding of operating policies and procedures to solve complex administrative problems; requires continuous, close attention for accurate results or frequent exposure to unusual pressure
<b>Decisions/Supervisory Control</b>	Makes decisions as a major part of the job, affecting a major segment of the organization and the general public; develops policies and practices

**EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS**

<b>Vocational/Educational Requirement</b>	Requires any combination of education and experience equivalent to a bachelor's degree in business, marketing, public relations, or a closely related field.
<b>Experience</b>	In addition to satisfying the vocational/education standards, this class requires over four years of full-time equivalent experience in tourism/travel, marketing and public relations within a hospitality industry operation.
<b>Special Certifications and Licenses</b>	Requires a valid driver's license and a driving record that is in compliance with City driving standards.
<b>Special Requirements</b>	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies. Emergency operations support work and work locations may be outside of normal job duties.

**ADA REQUIREMENTS**

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.

*This is a class specification and not an individual position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.*