



TOWN OF SURFSIDE TOURISM / ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES DIRECTOR

DEPARTMENT: TOURISM SERVICES / TOURIST RESORT

EXEMPT

GENERAL DESCRIPTION:

Under the administrative direction of the Town Manager, performs highly complex and specialized executive work, coordinates, implements and manages a variety of special projects and programs within the Tourism / Economic Development department; including community programs and requiring considerable interaction with outside agencies, community businesses and organizations, administrative officials, and the general public. Plans and oversees activities, marketing and events to attract visitors to Town. Promotes dining, shopping, lodging, attractions and beaches.

JOB SUMMARY

The Surfside Tourism/Economic Development and Community Services Director is responsible for planning, and overseeing the Town of Surfside, Florida tourism/ economic development activities, marketing and events in order to attract visitors to the Town. Overall activities include: promoting the Town's dining, shopping, lodging, recreation and beaches to individual visitors throughout the world but concentrating efforts within the State of Florida, particularly the Broward and Miami-Dade County area; planning, organizing and managing all Town of Surfside Tourist Board special events including logistics, promotion and advertising; promotes local resorts, manages the visitor's center in addition to developing and implementing marketing plans to increase community awareness of special projects.

ESSENTIAL JOB FUNCTIONS:

(NOTE: The listed duties are illustrative only and are not intended to describe each and every function which may be performed in the job class. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment of the position.)

1. Plans, organizes and manages all tourism / economic development events including: creative themes, logistics, media coordination, advertising, publicity, community outreach, budgets and timelines.
2. Handles matters of sensitive and/or confidential nature.
3. Maintains working rapport with hotel management, merchants, and restaurants to encourage and develop participation in promotions and events.
4. Serves as liaison between Town Administration, civic groups and business organizations involved with the Downtown District.
5. Collaborates with the Town Manager and Department Heads to coordinate, manage and implement a wide variety of special projects and programs.
6. Identifies scope, objectives, and methodologies for the purpose of developing and implementing project/program procedures and schedules.

7. Implements plans and strategies to solicit communication to various groups, individuals, etc. for the purpose of attracting potential customers for dining, shopping, and accommodations in the Town of Surfside.
8. Oversees creative, production and implementation of all marketing communications such as website, brochures, public signage and event signage as pertains to the department.
9. Generates various complex and specialized correspondence, articles, memos, agendas, orders, reports, forms, manuals, or other relevant materials.
10. Reviews and evaluates proposals for new programs and services.
11. Develops, coordinates and implements various programs for effective volunteer services and opportunities relating to appropriate community projects and events.
12. Oversees resort tax compliance and responds accordingly.
13. Responsible for grants coordination.
14. Responds to requests from visitors, the business community and general public evaluating and insuring appropriate assistance.
15. Manages and participates in the development and administration of the departmental budget; creates and manages event budget for each activity produced by the department.
16. Ensures compliance with policies, procedures, and applicable operational, budgetary and regulatory standards.
17. Maintains current knowledge of related trends and developments to assist with generating ideas, researching, fact-finding, coordinating and preparing reports to expand existing markets as well as develop new marketing opportunities for the community.
18. Acts as Town's representative in matters pertaining to applicable associations and organizations 19. Attends Town Commission meetings, monthly Tourist Board meetings, and other meetings as required and takes necessary action regarding agenda items.

MINIMUM QUALIFICATIONS:**KNOWLEDGE, ABILITIES AND SKILLS:**

- Knowledge of operational characteristics, services and activities of a tourism / economic development and community services.
- Knowledge of and strong ability to plan, develop and manage special events.
- Ability to develop a marketing strategy for events and community enhancement.
- Ability to identify and respond to Town administration, community, tourist board and elected officials issues, concerns and needs on behalf of the department.
- Ability to prepare and administer a departmental budget, and allocate limited resources in a cost-effective manner.
- Ability to provide administrative and professional leadership and direction to subordinate staff.
- Ability to communicate clearly and effectively, both verbally and in writing.
- Ability to establish and maintain effective working relationships with Town administration, staff and officials, other government officials, community groups, and the general public.

EDUCATION AND EXPERIENCE:

This position requires a Bachelor's Degree in a related field or a combination of education and/or experience equal to five (5) years in tourism, marketing, event planning or public relations. An emphasis will be placed on those who have worked with the promotion of tourism and those who have marketing and event planning experience for municipalities or nonprofit organizations. Demonstrated skills in event planning, economic development and effective communication are essential. Previous experience in a Convention and Visitors Bureau is highly desirable.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATIONS OR REGISTRATIONS:

NONE.

ESSENTIAL PHYSICAL SKILLS:

- Moderate (15 to 45 pounds) lifting and carrying.
- Walking.
- Standing.
- Driving.
- Equipment operation.
- Bending and kneeling.

ENVIRONMENTAL CONDITIONS:

- Work is conducted inside and/or outside an office environment.
- The noise level in the work environment can be moderately noisy.
- Moderate (15 to 45 pounds) lifting and carrying
- Standing, Driving

(Reasonable accommodations will be made for otherwise qualified individuals or independent contractors with a disability.)

Revision History: 12/15/08; 1/29/11; 2/22/11; 4/10/12

This job description does not constitute an employment agreement between the Town of Surfside and the employee or independent contractor. It is used as a guide for administrative actions and is subject to change by the Town as the needs of the Town and requirements change.

Approved:

Town Manager's Signature:  _____