



TOWN OF SURFSIDE TOURISM MANAGER

DEPARTMENT: Community Services & Public Communications **EXEMPT**

GENERAL DESCRIPTION:

Under the administrative direction of the Community Services and Public Communications Director or designee. Assists with the planning and coordinating of special events and marketing activities with a focus on creating a vibrant, exciting destination for residents and visitors. Prepares and develops information to enhance the tourism communication platforms. Additional activities include public relations, marketing and promotions, business communication, social media application, public information support, and organizing promotional activities and campaigns. Promotes dining, shopping, lodging, recreation and recreational amenities in addition to Town values and brand. Serves as Department designee in the absence of the Director.

ESSENTIAL JOB FUNCTIONS:

1. Plans, organizes and manages all tourism-related promotional events including: creative themes, logistics, media coordination, advertising, publicity, community outreach, budgets and timelines.
2. Assists the Director with overseeing creative, production and implementation of all marketing communications such as website, social media, brochures, public signage and event signage as pertains to the department.
3. Generates various complex and specialized correspondence, articles, memos, agendas, orders, reports, forms, manuals, or other relevant promotional materials.
4. Handles matters of a sensitive nature.
5. Assists with the departmental budget process.
6. Maintains working rapport with hotel management, merchants and restaurants to encourage and develop participation in promotions and events.
7. Acts as the in-Town liaison to local and state industry partners in the tourism sector including VISIT FLORIDA and the Greater Miami Convention & Visitors Bureau.
8. Implements plans and strategies, including the use of visitor social media, to solicit communication to industry business and community groups, individuals, etc. for the purpose of attracting potential visitors for dining, shopping, and lodging in the Town of Surfside.

9. Produces original content for @visitsurfside including social media posts, writing blogs and tourism.
10. Provides oversight for graphic design and adherence to brand standards.
11. Reviews and evaluate proposals for new programs and services as directed.
12. Assists with the overseeing of resort tax compliance and short-term rentals and responds accordingly.
13. Assists with weekly production for Parks and Recreation communication.
14. Functions as the Town's liaison between residents and businesses to address concerns and challenges.
15. Plans and coordinates presentations, meetings, grand openings, press conferences and all Tourist Board special events.
16. Responds to requests from visitors, the community, businesses and general public by evaluating and insuring appropriate assistance.
17. Assists the Director with maintaining 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. Assists with translations of Town materials.
19. Prepares agenda materials and attends, monthly Tourist Board meetings, and other meetings as required; takes necessary action regarding agenda items.
20. Supporting staff liaison to the Downtown Vision Advisory Committee (DVAC) if operational.
21. May function in any emergency management role or capacity in the Incident Command System (ICS) to include, Logistics, Operations, and Planning.
22. Performs other related duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

MINIMUM QUALIFICATIONS:

KNOWLEDGE, ABILITIES AND SKILLS:

- Knowledge of operational characteristics, services and activities of tourism development services.
- Knowledge of and strong ability to plan, develop and manage special events.
- Ability to assist in the development of a marketing strategy for events and tourism 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 communicate clearly and effectively both verbally and in writing.
- Ability to establish and maintain effective working relationships with Town administration, staff and elected officials, other government officials, the

community, business 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 experience for municipalities, hospitality sector, or nonprofit organizations. Demonstrated skills in tourism marketing and effective communication are essential. Previous experience in a Destination Marketing Organization (DMO) 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.
- Standing, Driving

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

Revision History: NEW 10/01/2020; 1/21/2021; 12/22/2021

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:  _____