



CLASSIFICATION NO. 855

Established: 8/19

FLSA: Exempt

EEO: 1

DEPUTY DIRECTOR, TOURISM & CULTURAL AFFAIRS

CLASS CHARACTERISTICS

Under administrative direction, to plan, organize, direct and manage all activities of tourism programs and supervise assigned staff within the Department of Tourism & Cultural Affairs; serves as Executive Director in the absence of the Executive Director; and to do other work as required.

DISTINGUISHING CHARACTERISTICS

The Clackamas County Tourism & Cultural Affairs Department (CCTCA) is the destination marketing organization for Clackamas County. It is funded by the transient lodging tax charged on all overnight stays in commercial lodging facilities in the county. The department is responsible for strategies that both develop tourism attractions/facilities and market the destination through advertising, promotion, public relations and sales materials. By increasing the number of new and repeat visitors to the County, the department contributes to economic development and local vitality.

The CCTCA Deputy Director is responsible for the planning, coordinating, and administering a comprehensive system of management functions in accordance with revenue and expenditure limitations, department requirements, and legal guidelines. Incumbents provide direction to division management within their functional service areas to facilitate strategic planning, program development, establishment of annual goals and objectives, personnel management, and customer service improvements. The Deputy Director performs operational and managerial services as requested to support the CCTCA Executive Director and may act as the director in their absence.

The Deputy Director also manages the Tourism Program Divisions, including department and/or division-specific contracts, develops strategies and projects to support and maintain the County's Tourism viability through Tourism promotion and development. The incumbent establishes goals and objectives to implement tourism promotion and development strategies and supervises staff in the implementation and execution of those strategies.

The incumbent is responsible for assisting the Executive Director with budget development as well as administration and management of the CCTCA's budget. The incumbent is also responsible for supervision of staff, contractors, contracts and vendors. The Deputy Director reports to the Executive Director, Tourism & Cultural Affairs who is responsible for the overall tourism and cultural affairs program as established by the Tourism Development Council of Clackamas County and the Board of County Commissioners.

This Deputy Director, Tourism & Cultural Affairs differs from the Tourism Programs Supervisor who is responsible for managing the activities of assigned tourism program(s) and does not serve as the second in command to the Executive Director.

TYPICAL TASKS

Duties may include but are not limited to the following:

1. Develops and recommends new and revised policies, programs, goals, and objectives; establishes priorities and directs, with division managers, the preparation of the Department's strategic plans, annual work programs, and outcome reporting; monitors division operations for success in achieving target performance metrics and compliance with Federal, State, and local statutes, rules, regulations, and ordinances; develops effective management programs and systems for assigned areas of responsibility.
2. Assists the Executive Director in the administration of department programs and operations, including coordination of staff, consultants and contractors; facilitates and coordinates revenue and resource sharing among the various divisions; develops systems and controls to improve quality of business processes and performance; and promotes excellence in customer service.
3. In cooperation with the Executive Director, hires and directs division management and other staff to provide quality service to partners, peers, the Tourism industry and the residents; prepares performance evaluations; recommends and administers progressive discipline; conducts, coordinates and/or facilitates staff training and development programs; promotes professionalism and cooperative team efforts among staff, department personnel and with other County departments.
4. Assists the Executive Director and management leadership team with division and department budget development and administration; reviews and analyzes financial, operating and investment policies; researches and recommends funding sources and cost control measures; accountable for the propriety of expenditures and establishes financial initiatives and standards.
5. Represents the department, division and programs to public and private agencies and groups; makes presentations before commissions, boards and the public; responds to citizen inquiries and complaints in a timely and effective manner; researches, mediates and resolves technical, sensitive and/or controversial issues and concerns for internal and external customers; coordinates department work efforts and objectives with other county departments or divisions and the community; and represents the department as appropriate.
6. Oversees the Travel Oregon Regional programs and represents CCCTA at the board levels of the Travel Oregon RCTP program.
7. Builds partnerships and participates as a member and leader with private and public organizations such as Travel Oregon, regional and state and federal Tourism partners and alliances to promote and coordinate Tourism programs and develop regional and state strategies; forces with interests in local and regional Tourism issues; networks and promotes communications necessary to realize CCTCA's vision and mission.

REQUIRED KNOWLEDGE AND SKILLS

Thorough knowledge of: Principles and practices of tourism marketing; destination management principles; advertising, Clackamas County tourism product; public/government agencies; proper

office procedures and practices; supervision, project management and personnel management; budget planning and management, and grants and contract administration.

Working knowledge of: Public and private sector economic development processes and practices; public financing methods; grants research and development; marketing methods for attracting and retaining the Tourism industry; marketing, promotion and public relations; principles and practices of project management; Federal, State and local regulations, rules, codes and ordinances and environmental, social, economic and legal issues related to department divisions and programs.

Skill to: Communicate effectively, both orally and in writing including demonstrated ability to instruct, explain, persuade, negotiate, facilitate discussions and meetings, and speak convincingly to large groups; deliver speeches at public speaking events; represent the Clackamas County visitor destination to prospective and current visitors; conduct research; analyze information from written reports and oral interviews; establish and maintain cooperative and positive relationships with other staff, clients and tourism partners; work effectively with a diverse group of people including council members, elected officials, community leaders, industry stakeholders and tourism partners; manage time effectively; initiate projects, work independently on several projects simultaneously; exercise independent judgment with limited supervision; lead and supervise others; motivate people in the workplace; effectively hire, train, evaluate and discipline personnel; listen effectively to issues raised by staff, consultants and the public; develop, organize and direct personnel and other resources to accomplish department and program goals; prepare, negotiate and administer contracts and governmental agreements; formulate and evaluate operational and administrative policies and procedures; plan, develop and evaluate funding requirements; prepare and justify budget requests and grant proposals; review contracts for compliance with County policies and legal requirements; direct staff in continuous efforts to improve quality, productivity, customer service, and to maximize resources; incorporate team participation in decision making; establish and maintain effective working relationships with the public, special interest groups, public and private organizations; evaluate marketing materials and programs to promote, attract, and retain Tourism businesses; administer and control the distribution of funds according to the approved budget; take proactive approach to problem-solving; operate office equipment including personal computers, photocopiers, printers and fax machines; use relevant software programs including specialized databases.

MINIMUM QUALIFICATIONS

Minimum qualifications are used as a guide for establishing the minimum experience, education, licensure, and/or certifications required for employment in the classification. The following minimum qualifications are established for this classification. Additional minimum qualifications and special conditions may apply to a specific position within this classification and will be stated on the job announcement.

Experience: A minimum of eight (8) years of related experience that would provide the required knowledge and skills to perform the responsibilities of this position.

Licenses/Certifications: None Required.

PRE-EMPLOYMENT REQUIREMENTS

Driving is required for County business on a regular basis or to accomplish work. Incumbents must possess a valid driver's license, and possess and maintain an acceptable driving record throughout the course of employment.