



CLASSIFICATION NO. 370
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FLSA: Exempt
EEO: 1

DIRECTOR, TOURISM

CLASS CHARACTERISTICS

Under administrative direction of the County Administrator and policy direction of the Board of County Commissioners and the Clackamas County Tourism Development Council (TDC), to plan, develop, promote and manage the Tourism Department, which administers the County Transient Lodging Tax; and administer the Hood/Gorge Region TRT; to serve in the capacity as TDC Executive Director; and to do other work as required.

DISTINGUISHING CHARACTERISTICS

The Department of Tourism provides programs and services to County communities, residents, businesses and statewide partners through the administration of the County's Transient Lodging Tax (TLT). The TLT is dedicated to the promotion and development of Tourism in the County. The Department of Tourism administers the Hood/Gorge Region TLT.

The Director of Tourism is responsible for planning, managing, directing and integrating programs and operations of comprehensive, County-wide tourism, recreation, heritage, arts, culture and economic development programs and projects, and the acquisition, development and maintenance of County Tourism facilities. The incumbent reports to the County Administrator and receives direction from the TDC and the Board of County Commissioners (BCC).

The Director of Tourism is a member of the County's Executive Management Team and is responsible for fulfilling department objectives as established by the BCC and the TDC. The incumbent develops, recommends and implements Department goals, objectives, policies and priorities and provides administrative direction to division managers and staff.

TYPICAL TASKS

Duties may include but are not limited to the following:

1. Develops and implements new and revised policies; establishes goals, standards and objectives; oversees the preparation of the department's annual program plans; ensures provision of services is in compliance with Federal, State and local statutes, rules and regulations.
2. Participates in regional, state, and national organizations, commissions and task forces to promote and coordinate tourism programs; meets with citizens, governments, community organizations and business/industry representatives to discuss specific issues, concerns,

problems, programs, projects or investments; prepares and delivers oral presentations to the (TDC), the BCC, the Oregon Legislature, advisory boards, local government bodies and civic groups regarding Department programs and projects.

3. Hires and directs department staff; prepares performance evaluations; administers progressive discipline; conducts and/or facilitates staff training and development programs; promotes cooperative team efforts with staff and other departments; motivates employees to provide quality service to citizens and businesses.
4. Directs the development of annual and supplemental budgets; presents budget proposals to the TDC and the County budget committee and BCC; oversees the monitoring of revenues and expenditures; researches alternative funding sources including preparing and/or approving grant proposals and other investments options; prioritizes expenditures for services and capital improvement projects based on master plan goals; negotiates intergovernmental agreements for projects, land and facilities.
5. Develops, recommends and implements short and long range marketing plans for appropriate segments of the visitor industry; researches primary markets for marketing efforts; develops, implements and evaluates the advertising and promotional programs designed to promote the County and its attractions.
6. Creates, recommends and manages tourism development programs; coordinates private sector tourism activities; oversees the development of County-supported tourism attractions; develops educational programs for tourism industry employees.
7. Directs the evaluation and management of Visitor Information Centers and kiosks, tourism services and tourism-related construction and facility improvement projects; oversees acquisition of land or facilities for tourism and recreation development; evaluates, determines and facilitates strategic investments in projects contracted to outside providers; reviews contract specifications and negotiates contracts, leases and other agreements; monitors project expenses to ensure completion within budget; reviews and approves work order changes; authorizes payment to contractors. Manages contracts as required for implementation of tourism and cultural programs.
8. Directs the strategic planning, development and implementation of the Ordinance-mandated Tourism Master Plan which guides tourism marketing, asset development and enhancement programs and projects and the implementation of such programs throughout the county including cities, unincorporated areas and federal lands; evaluates program effectiveness and implements necessary changes.
9. Works with a wide variety of agritourism, recreation, cultural and heritage groups and partners to develop and promote tourism assets, attractions, events and facilities in Clackamas County.
10. Promotes department activities and programs with business and industry associations, community groups and the public; evaluates and responds to complaints of employees, citizens and other government agencies.

11. Plans, coordinates and conducts ongoing public relations programs; serves as media contact; promotes tourism activities with other government entities, business associations, citizen groups, and the public; develops key messages and strategies; writes and edits content for a wide range of print, web-based or visual publications for community and business groups, and local government partners; develops new tourism public relations strategies and advises local partners on such strategies.
12. Develops and maintains positive relationships with government agencies, organizations, associations, industry and vendors involved in tourism.

REQUIRED KNOWLEDGE AND SKILLS

Comprehensive knowledge of: Principles, methods and techniques of public administration, personnel management; budget administration; participative management theories; department functions in tourism and economic development planning, acquisition, development and management, tourism marketing and promotion, including web-based marketing and social media methods; communication trends; principles of International tourism and marketing practices and methods; destination management; asset development and enhancement; public relations; and strategic planning and implementation strategies and principles.

Thorough knowledge of: Applicable federal, state and local statutes and regulations; funding sources and financing methods; labor relations procedures and collective bargaining practices; federal, state and local government operating methods, procedures and administration; techniques of mediation, negotiation and public relations; techniques of persuasive communication principles; and techniques of contract preparation, negotiation and administration; principles and practices of project/construction management; principles and practices of government agencies, public organizations, and private enterprises.

Skill to: Communicate effectively, both orally and in writing; prepare and deliver oral presentations to public and private groups and individuals, small groups, large audiences and the media; formulate and implement operational and administrative policies; 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 and effectiveness through effective performance management; incorporate team participation in decision making; respond to changes desired by citizens, businesses and County leadership and staff; establish and maintain effective working relationships with outside agencies, elected officials, County employees, businesses, news media and the public; understand, interpret and apply Federal, State and local statutes, rules and regulations relevant to Department policies and procedures; train, direct, evaluate and supervise management, professional and technical personnel in multi-disciplinary team activities; design and produce public relations, sales and marketing materials; develop persuasive and convincing arguments to promote individual agreement and group consensus on issues and problems; creatively resolve tourism-related development issues between businesses and governmental organizations; identify and effectively respond to politically sensitive issues; operate computer software and equipment.

OTHER REQUIREMENTS

This position involves travel to domestic and international destinations via commercial airlines.

Must be willing to work evenings and weekends as needed.

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 nine (9) 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.