



CLASSIFICATION NO. 368  
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FLSA: Exempt  
EEO: 2

## **TOURISM PROGRAMS MANAGER**

### **CLASS CHARACTERISTICS**

Under direction, to plan, organize, direct and manage all activities of specified tourism programs and supervise assigned staff within the Tourism Division, as well as contractors, contracts and vendors; and to do other work as required.

### **DISTINGUISHING CHARACTERISTICS**

The Clackamas County Tourism (CCT) is the destination organization for Clackamas County. It is funded by the transient room tax (TRT) charged on all overnight stays in commercial lodging facilities in the County. CCT is responsible for strategies that both develop tourism attractions/facilities and market the destination. Tourism enhances the quality of life for residents by optimizing the economic impacts of the tourism industry.

The Tourism Programs Manager is responsible for the management, coordination and implementation of assigned tourism programs, projects and activities related to specified areas of tourism including, marketing, development, research, community relations. The incumbent is responsible for assisting with overall leadership of the division including but not limited to strategic planning and budget development administration and management of the Tourism Division. The incumbent is also responsible for supervision of staff, contractors, contracts and vendors. The Tourism Programs Manager reports to the Executive Director, who is responsible for the overall tourism program as established by the Tourism Development Council of Clackamas County and the Board of County Commissioners.

The Tourism Programs Manager differs from the Tourism Coordinator which develops and coordinates the activities of tourism programs and leads the work of other Tourism staff, but does not have formal supervisory responsibility.

### **TYPICAL TASKS**

Duties may include but are not limited to the following:

1. Develops, coordinates, implements, and manages specific tourism programs, including responsibility for budgeting, work plans, formulating strategies, and campaigns; oversees staff and contractors to assure brand promise is conveyed and brand quality is maintained; measures and evaluates program results for return on investment against key performance measures; oversees preparation of regular reports.
2. Assists executive management in the administration of division programs and operations, including budget development, administration and management; assists in developing and implementing policies, process improvements, ideas and system enhancements that could increase division productivity or improve quality of provided services.

3. Manages and directs contracts for the area(s) of responsibility; develops Requests for Proposal (RFP), hires, manages, and directs vendors and supervises and coordinates projects; manages, directs, and supervises external vendors and contractors including research, feasibility studies and digital services; assists the Executive Director with division budget development and administration; accountable for the propriety of expenditures and establishes financial initiatives and standards.
4. Serves as a liaison and representative for Clackamas County Tourism on various boards, associations, and committees; preserves, promotes, and strengthens relationships with entities and partners.
5. Manages Tourism programs to ensure they meet the strategic priorities and mission of the division, including evaluating and modifying programs based on performance and evolving business needs; assists the Executive Director in creating and implementing strategic plans.
6. Hires and supervises assigned staff; prepares performance evaluations; recommends and administers progressive discipline and/or termination; conducts and/or facilitates staff training and development programs; promotes cooperative team efforts among staff and with other County departments.
7. Counsels, advises, and provides information and support to tourism partners and interested parties; cultivates productive working relations with tourism partners including community, federal, state, regional, local, arts/cultural/heritage, and to County partners; provides support to parties seeking to establish or expand tourism opportunities within the County; works with partners to further develop international product/packages; serves as a liaison between CCT and interested parties on development of tourism assets in Clackamas County.
8. Explores new venues, researches and develops new niche markets, promotional campaigns, programs and partnerships and focuses on the most effective means of supporting quality of life through tourism.
9. Manages the creation of research methodology, implementation, monitoring and evaluation of the research for Tourism.
10. Monitors, evaluate and apply industry trends and best practices to Clackamas County as a destination and CCT as a division.

### **REQUIRED KNOWLEDGE AND SKILLS**

Thorough knowledge of: Principles and practices of tourism development, marketing, and promotion from a local government perspective; destination management principles; applications for industry data and research; strategic planning and implementation; 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: Sustainable tourism best practices, principles and practices of research design, evaluation and monitoring; strategic planning and decision making; program evaluation; community and economic development.

**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; conduct sales presentations and deliver speeches at public speaking events; represent the Clackamas County visitor destination to prospective and current visitors; close sales; 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; cultivate a culture of belonging, accountability and innovation; 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 division and program goals; prepare, negotiate and administer contracts and governmental agreements; formulate and evaluate policies and procedures; develop and justify budget requests; administer and control the distribution of funds according to the approved budget; meet measurable sales goals; take proactive approach to problem-solving; operate office equipment including personal computers, photocopiers, and printers; 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 six (6) 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.