



CLASSIFICATION NO. 368

Established: 12/12

Revised: 3/20

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 Department of Tourism & Cultural Affairs, as well as contractors, contracts and vendors; and to do other work as required.

DISTINGUISHING CHARACTERISTICS

The Clackamas County Tourism & Cultural Affairs (CCTCA) Department 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. 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 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, publications, marketing, development, research, and community relations. The incumbent is responsible for assisting the Executive and Deputy Directors with overall leadership of the department including but not limited to strategic planning and budget development administration and management of the Tourism & Cultural Affairs department. The incumbent is also responsible for supervision of staff, contractors, contracts and vendors. The Tourism Programs Manager 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.

The Tourism Programs Manager differs from the Deputy Director, Tourism & Cultural Affairs as the latter is responsible for managing all programs within Tourism, as well as serves as the second in command to the Executive Director.

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 department programs and operations, including budget development, administration and management; assists in developing and implementing policies, process improvements, ideas and system enhancements that could increase department 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.
4. Serves as a liaison and representative for Clackamas County Tourism & Cultural Affairs on various boards, associations, and committees; preserves, promotes, and strengthens relationships with entities and partners.
5. Oversees planning for familiarization/research trips/site inspections to Clackamas County for travel trade and travel writers.
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. Councils, 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 CCTCA 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 increasing tourism.
9. Oversees Tourism grant programs within the Department to ensure program strategies and implementation effectively leverage investments in tourism assets and development projects that strengthen tourism in Clackamas County.
10. Supervises the work of the digital and communications team, meeting performance standards and using latest techniques to attract traffic and improve interaction and engagement rate; supervises tourism partners database, CRM program and digital asset management; manages the integration of content listings to the Travel Oregon services (OTIS and TORP)
11. Manages the visitor information center contracts ensuring visitor needs and operational standards are met; oversees monthly reporting.
12. Manages the creation of research methodology, implementation, monitoring and evaluation of the research for Tourism.
13. Assists the Executive and Deputy Directors in creating and implementing strategic plans.

14. Monitor, evaluate and apply industry trends and best practices to Clackamas County as a destination and CCTCA as a department.

REQUIRED KNOWLEDGE AND SKILLS

Thorough knowledge of: Principles and practices of tourism development, marketing, and promotion from a local government perspective; 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: 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; 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 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.