



CLASSIFICATION NO. 858  
Established: 9/24  
FLSA: Exempt  
EEO: 1

## **DIRECTOR, OFFICE OF TOURISM**

### **CLASS CHARACTERISTICS**

Under general direction, to plan, organize, direct and supervise functions and assigned staff within the Office of Tourism, which utilizes the County Transient Lodging Tax (TLT) under the direction of the Tourism Development Council (TDC), to develop, adopt and implement the Tourism Master Plan; to administer the Hood/Gorge Region Cooperative Tourism Program; and to do other work as required.

### **DISTINGUISHING CHARACTERISTICS**

The County's Office of Tourism provides programs and services to County communities, residents, businesses and statewide partners through the programming of the TDC's portion of the County's TLT. The TLT is dedicated to the promotion and development of Tourism in the County. The Office of Tourism serves as the Regional Destination Marketing Organization for the Hood/Gorge Region.

The Director, Office of Tourism reports to the County Administrator and receives policy direction from the TDC, in coordination with the Board of County Commissioners (BCC). The incumbent serves in the capacity as TDC Executive Director and is responsible for planning, managing, directing and integrating programs and operations of comprehensive, County-wide tourism, related projects, and the acquisition, development and maintenance of County Tourism facilities.

### **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 Office of Tourism's annual program plans; ensures provision of services complies with Federal, State and local statutes, rules and regulations, and program goals and objectives.
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 Office of Tourism's programs and projects.
3. Hires and directs staff; prepares performance evaluations; administers progressive discipline; conducts and/or facilitates staff training and development programs; promotes

cooperative team efforts with staff and departments; motivates employees to provide quality service to citizens and businesses.

4. Manages 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.
5. Oversees the development of annual and supplemental budgets; presents budget proposals to the TDC, County Administrator and the BCC; oversees the monitoring of revenues and expenditures; researches alternative funding sources including preparing and/or approving grant proposals and other investment options; prioritizes expenditures for services and capital improvement projects based on master plan goals; negotiates intergovernmental agreements for projects, land and facilities.
6. Oversees the development of short- and long-range marketing plans for appropriate segments of the visitor industry; oversees the development and implementation of advertising and promotional programs designed to promote the County and its attractions.
7. Oversees the management of tourism development programs; oversees private sector tourism activities; oversees the development of County-supported tourism attractions; oversees educational programs for tourism industry employees.
8. Oversees 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.
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 the Office of Tourism's 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.

13. Supports compliance and consistency with the County's administrative protocols, including but not limited to: budget and financial management; contracting and procurement; personnel and labor relations; risk management; legal counsel; and other services as mutually negotiated as provided for in the Clackamas County Code and attendant administrative policies and procedures.
14. Facilitate strong alignment and working relationship between the TDC and BCC in collaboration and coordination with the County Administrator.

### **REQUIRED KNOWLEDGE AND SKILLS**

**Thorough knowledge of:** Principles, methods and techniques of public administration, personnel management; budget administration; participative management theories; functions in tourism and economic development; sustainable tourism best practices; tourism marketing and promotion, communication trends; principles of International tourism and marketing practices and methods; destination management; asset development and enhancement; public relations including community engagement; and strategic planning and implementation strategies and principles; program evaluation.

**Working 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 tourism policies and procedures; train, direct, evaluate and supervise management, professional and technical personnel in multi-disciplinary team activities; utilize relevant data and research to inform strategies and evaluate program effectiveness; develop 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.

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 seven (7) years of related experience of which three (3) years must be with lead or supervisory responsibility 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.