

LEON COUNTY BOARD OF COUNTY COMMISSIONERS

**JOB DESCRIPTION
SENIOR MANAGEMENT
EXECUTIVE DIRECTOR OF TOURIST DEVELOPMENT
FLSA EXEMPT**

GENERAL DESCRIPTION OF DUTIES

This is responsible professional, administrative and supervisory work implementing the day-to-day directives of the Leon County Tourist Development Council (LCTDC) in promoting tourism for the Tallahassee Leon County area.

NOTE The omission of specific statements of duties does not exclude them from the position if the work is similar related or a logical assignment to the position. The Job Description Questionnaire (JDQ) reflects a more detailed description of the position. Neither the job description nor the JDQ constitutes an employment agreement. Both are subject to change as the needs of the County and requirements of the job change.

ESSENTIAL DUTIES

Performs direct supervision of office staff. Assigns and reviews duties. Has authority to hire, fire, train and complete performance evaluations. Establishes and interprets internal operating procedures and Board policies and procedures.

Performs management of LCTDC office programs and activities. Provides oversight and management of contracted services including research, marketing and advertising and public relations services. Provides oversight and management of special events, programs and activities. Provides oversight and management of the LCTDC's annual operating budget.

Serves as County staff liaison for the LCTDC. Maintains liaison and working relationship with County Administration, Board and other departments. Provides professional guidance and recommendations to the Board on behalf of the LCTDC relating to issues in the tourism related industry. Works directly with chairman and other council members of the LCTDC.

Serves as community spokesperson on tourism related issues. Serves on local boards and/or committees providing advice and recommendations on tourist related trends and customs. Works with local leaders to facilitate the promotion and awareness of tourism in the community. Works with local media to further the promotion and awareness of tourist-related issues.

OTHER IMPORTANT OR MARGINAL DUTIES

None

KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of supervisory techniques and practices. Knowledge of local and state regulations that impact tourism. Knowledge of general tourism related trends. Knowledge of computer software including word processing, spreadsheet, and/or database programs. Knowledge of public financial management and

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budgeting Ability to read and interpret statistical data relating to tourism trends Ability to efficiently and effectively communicate to staff and public both orally and in writing Ability to write reports correspondence agenda items, et cetera. Ability to initiate and implement policies and procedures as required to further the development of tourism in Leon County Ability to manage motivate and provide direction to staff Ability to make public presentations

COMPLEXITY OF WORK

Independent judgement must be used in situations which may not fall under established policies and/or procedures Skills in evaluating and analyzing statistical information are required to make sound judgements and interpretation of the data. Duties are broadly determined by the Board Employee must be highly autonomous and independent.

INTERNAL AND EXTERNAL CUSTOMER CONTACT

Internal contact with administrative staff Considerable external contact

EQUIPMENT AND TOOLS USED

Computer and various software programs

WORK ENVIRONMENT AND PHYSICAL DEMANDS

Work mainly indoors at a desk Position requires daily work in an office setting Employee must be able to interpret statistical information and use independent judgement in situations where there is no clear policy or procedures available

MINIMUM QUALIFICATIONS

Requires a Bachelor s Degree in Business, Public Administration, or a related field and five years of related work experience two years of which must have been in a supervisory capacity

Necessary Special Requirements

A valid Florida Driver s license and favorable driving record

Selection Guidelines

Formal application rating of education and experience oral interview reference check and drug testing

FLSA STATUS job is exempt. Position meets the executive exemption Position primarily supervises more than two employees handling performance valuations, hiring, providing direction, and assigning objectives and, position primarily manages the Tourist Development Program for Leon County

Revision History March 3 1995, November 12 2002