

**JOB DESCRIPTION
SENIOR MANAGEMENT
DIRECTOR - TOURIST & ECONOMIC DEVELOPMENT
FLSA: EXEMPT**

GENERAL DESCRIPTION OF DUTIES

This is responsible professional, administrative, and supervisory work primarily (at least 70% of the time) implementing the day-to-day directives of the Leon County Tourist Development Council (LCTDC) in promoting tourism for the Tallahassee-Leon County area. Work also involves the handling of a variety of directives, initiatives and activities related to Economic Development in Leon County a portion (approximately 30%) of the time.

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 and the Leon County/City of Tallahassee Economic Development Council. 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 and the EDC on issues relating to economic development. Works directly with chairman and other council members of the LCTDC.

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

OTHER IMPORTANT OR MARGINAL DUTIES

None

LEON COUNTY BOARD OF COUNTY COMMISSIONERS

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KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of supervisory techniques and practices. Knowledge of local and state regulations that impact tourism and economic development. Knowledge of general tourism and economic development related trends. Knowledge of computer software including word processing, spreadsheet, and/or database programs. Knowledge of public financial management and budgeting. Ability to read and interpret statistical data relating to tourism and economic development 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 and economic development 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 judgments 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 where appropriate.

Selection Guidelines:

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

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FLSA STATUS: job is exempt. Position meets the executive exemption. Position primarily supervises more than two employees, handling performance evaluations, 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; January 7, 2009.

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