

ORANGE COUNTY
MANAGEMENT CLASS SPECIFICATION

TITLE: DIRECTOR OF TOURISM **GRADE:** 25

TITLE ABBREVIATION: DIR OF TOURISM **TITLE NO.:** 562830

JURIS.CL: NC **SALARY CODE:** 03 **EEO CODE:** OA **FLSA CODE:** AD

DEPARTMENT: DIVISION OF TOURISM

NATURE OF THE WORK: This is an administrative position responsible for planning, developing and implementing programs to promote Orange County and its facilities as a destination for leisure travel, tours, conventions, conferences, meetings, and special events through progressive marketing and advertising campaigns. The position utilizes tourism as a tool for economic development, job creation, and business development.

CLASSIFICATION CRITERIA AND DISTINGUISHING CHARACTERISTICS: This is a one-position class in the non-competitive classified service. The Tourism Director has responsibility for planning, developing and promoting tourism in Orange County. The Director of Tourism reports directly to and works under the general supervision of the County Executive, with wide leeway allowed for independent decision-making in the fulfillment of assigned responsibilities. The Director exercises supervision over a staff of professional and clerical employees.

TYPICAL DUTIES AND TASKS:

Plans, develops and implements programs and projects aimed at promoting tourism in Orange County;

Plans, formulates and recommends policies and programs which will further overall tourism objectives;

Assists various County and government agencies, and private sector businesses, in developing strategies for increasing visitor volume and expenditures;

Leads and guides local and regional organizations in building the awareness of the tourism/travel industry and of the Office of Tourism.

Interacts with the Director of Economic Development, Chamber of Commerce, Foreign Trade Zone, and Federal, State, and local tourism agencies;

Oversees the development, review and distribution of brochures, articles, press releases, social media, etc., on tourism-related subjects including Orange County attractions, events, services, facilities, tourism marketing and public relations;

Supervises and participates in trade shows, sales missions, and familiarization tours for journalists, travel agents, and tour operators;

Represents the County Executive at private and public events pertaining to tourism;

Oversees market research and the dissemination of data on tourism trends and the economic impact of tourism to the County;

Promotes Orange County's rich historical background as a tourism attraction and travel destination;

Participates in cooperative ventures with various tourism agencies regionally, nationally and internationally to promote Orange County tourism;

Collaborates with advertising agencies to create campaigns to promote Orange County to relevant market segments;

Designs, develops and implements an annual marketing plan;

Issues a variety of reports and studies related to promoting tourism in Orange County;

Prepares and maintains tourism budget;

Keeps informed on current trends in the travel/tourism industry and of the uses and capabilities of the variety of destinations in the County;

May perform other incidental tasks, as needed;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, internet, e-mail and database software in performing work assignments.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of tourism development and promotional activities in Orange County; thorough knowledge of the principles, methods and techniques used in tourism marketing, promotional and public relations, local tourism development, tour packaging, and tourism event development and coordination; good knowledge of issues, concerns and impediments affecting tourism development; good knowledge of the methods and techniques of program management; good knowledge of the geographic and business area layout of communities in Orange County; ability to supervise the work of others; ability to effectively use computer applications such as spreadsheets, word processing, calendar, e-mail, internet and database software; ability to prepare and manage a budget; ability to meet and deal effectively with people at all levels in the public and private sector; sound judgment; integrity; creativity; resourcefulness; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees with a Bachelor's Degree or higher and four (4) years of administrative or managerial experience in tourism development, advertising, business development, marketing activities, or closely related field, for a public or private enterprise, one (1) year of which must have been in a supervisory capacity; OR
- (B) Completion of 60 credit hours from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant degrees and six (6) years of experience as described in (A) above, one (1) year of which must have been in a supervisory capacity.