



Director of Convention & Visitor's Bureau

Economic Development

ED/3

Job Class: 818

Grade 23

JOB SUMMARY

This position serves as the executive director of the Warner Robins Convention and Visitors Bureau and directs the Bureau of Civic Affairs.

MAJOR DUTIES

- Provides staff support to the Board of Directors; coordinates meetings; prepares agenda and reports.
- Develops and implements tourism efforts; develops marketing plans for the city; promotes tourism through travel shows; implements programs affiliated with state, regional and local associations; stocks visitor information center and welcome center fliers and pamphlets; maintains calendar of events on various local, state and regional websites.
- Prepares bi-monthly articles for the local newspaper.
- Prepares monthly newsletters.
- Identifies and applies for alternate sources of funding.
- Monitors lodging tax collections.
- Submits annual reports to the Mayor and City Council.
- Promotes local lodging facilities to increase overnight visitation.
- Serves as Director of the Bureau of Civic affairs; maintains and monitors budgets; trains, assigns, directs, supervises and evaluates personnel.
- Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of the tourism industry.
- Knowledge of the preparation of agendas and minutes.
- Knowledge of budget development and management principles.
- Knowledge of supervisory principles and practices.
- Knowledge of computers and job related software programs.
- Skill in planning, organizing, directing and coordinating the work of personnel.
- Skill in the analysis of problems and the development and implementation of solutions.
- Skill in the preparation of clear and precise administrative reports.
- Skill in preparing and administering budgets.
- Skill in oral and written communication.

SUPERVISORY CONTROLS

The Director of Economic Development and Convention and Visitor's Bureau Board of Directors assign work in terms of department goals and objectives. The supervisor reviews work through conferences, reports, and observation of department activities.

GUIDELINES

Guidelines include the Open and Public Meetings Act and the City Code of Warner Robins. This position develops department guidelines.

COMPLEXITY/SCOPE OF WORK

- The work consists of varied management, administrative, and supervisory duties. Frequent interruptions contribute to the complexity of the position.
- The purpose of this position is to direct the city's tourism programs. Success in this position contributes to an increase of tourists to the city.

CONTACTS

- Contacts are typically with co-workers, other city employees, elected and appointed officials, vendors, business leaders, members of the news media, representatives of the hotel/motel industry, school officials, community leaders, and members of the general public.
- Contacts are typically to provide services; to give or exchange information; to resolve problems; to motivate or influence persons; or to justify, defend or negotiate matters.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while intermittently sitting, standing, stooping or walking. The employee occasionally lifts light and heavy objects.
- The work is typically performed in an office, stockroom, and outdoors, occasionally in cold or inclement weather.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

This position has direct supervision over Administrative Assistant (1) and Project Coordinator (1).

MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with the completion of a baccalaureate degree in a course of study related to the occupational field.
- Experience sufficient to thoroughly understand the work of subordinate positions to be able to answer questions and resolve problems, usually associated with one to three years experience or service.