

Executive Director Job Description: Discover Klamath Visitor & Convention Bureau

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to the job title. They are not intended to be construed as an exhaustive list of responsibilities, duties, and skills required.

GENERAL SUMMARY:

Manages the daily operations of Discover Klamath Visitor & Convention Bureau; plans, coordinates, and markets activities to enhance the region's image as a destination for visitors, conventions, corporate meetings, business travelers, tournaments, tours, and events.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- 1) Implements Discover Klamath's goals and objectives, recommends, and administers Discover Klamath's policies and procedures.
- 2) Develops and facilitates marketing strategies in cooperation with the Discover Klamath Board of Directors and its committees to promote Klamath County as a visitor and convention destination for the benefit of the Klamath County hotel/motel and tourism related industries, including an annual marketing plan.
- 3) Develops plans and prudently administers the annual operating budget for Discover Klamath Visitor & Convention Bureau; directs the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures.
- 4) Selects, trains, supervises and evaluates subordinates; assigns work activities, projects and programs; monitors work flow, ensures all programs are conducted in an efficient and timely manner.
- 5) Serves as liaison to local, state, and national meeting planners in coordinating conventions and events to be held in Klamath County.
- 6) Attends and participates in professional groups and committees, conferences, convention, trade shows, and special events in other cities to gather information and facilitate similar Discover Klamath activities.
- 7) Conducts overnight travel as necessary to meet with business prospects and participate in marketing events and meetings in and outside Klamath County. (May include evenings and weekends)
- 8) Serves as liaison to the local and regional hospitality industry in Klamath County, such as hotels, restaurants, tour companies, retail centers, and area attractions.
- 9) Prepares and presents written and oral reports regarding the activities and services of Discover Klamath.

- 10) Coordinates and attends all Discover Klamath Board of Directors meetings.
- 11) Manages production for all media for Discover Klamath, including Web sites, print and alternative media.
- 12) Develop, establish, and manages volunteer programs.
- 13) Provides timely, accurate and thorough performance reviews to subordinates.
- 14) Tracks visitation and surveys visitors to obtain valuable feedback and visitor data.
- 15) Applies for or supervises application process for grand funds. Works with local and regional alliances to leverage available Transient Room Tax (TRT) funds.

OTHER DUTIES AND RESPONSIBILITIES:

- 1) Responds to and resolves difficult and sensitive citizen/visitor/business inquiries and complaints.
- 2) Stays abreast of new trends and innovations in the tourism convention industry.
- 3) Performs other duties as assigned.

MINIMUM JOB REQUIREMENTS:

EDUCATION

Bachelor’s degree in marketing, communications, public relations, public administration, business administration, or related field. Significant career experience in fields related to management.

EXPERIENCE

Multiple years directly related and progressively responsible work experience in the convention, visitor, hospitality and/or tourism industry.

One year supervisory experience is required.

COMPETENCIES:

A supervisor’s performance is evaluated based upon five employee competencies and five supervisory competencies.

EMPLOYEE COMPETENCIES

- Job Knowledge
- Teamwork
- Customer Service
- Flexibility
- Work Ethic

SUPERVISORY COMPETENCIES

- Leadership & Results Orientation
- Coaching, Mentoring, and Development of Employees
- Communications and Listening Skills
- Vision & Innovation
- Empathy

KNOWLEDGE, SKILLS AND ABILITIES:

Mastery of:

- ∞ General use of computers and the Internet, graphics, multi-media programs and other job related software packages.
- ∞ English usage, spelling, grammar and punctuation.
- ∞ Excellent writing and speaking skills.
- ∞ Relating to the general public, public officials and community leaders.
- ∞ Professional level understanding and working knowledge of marketing, advertising, and communications principles and practices in the areas of radio, television, print production, video production and web-based tools.

Demonstrated Skill In:

- ∞ Assessing situations and developing strategies to achieve desired results- decision making and problem solving skills.
- ∞ Establishing and maintaining effective cooperative working relationships with the media, residents, staff, external organizations, business leaders and elected and appointed officials.
- ∞ Use of computers and other related software applications.

Ability to:

- ∞ Communicate clearly and concisely, both orally and in writing.
- ∞ Display professionalism.
- ∞ Plan, publicize and coordinate special events and programs, and manage others to perform these activities.
- ∞ Work independently in the absence of supervision.
- ∞ Ability to meet required deadlines.

To apply for the above position, please submit your cover letter and resume' in either word or PDF format to director@discoverklamath.com . Thank you for your interest and good luck.