

**CITY OF GREENSBURG - JOB DESCRIPTION
CONVENTION AND TOURISM DIRECTOR**

Department: Administration
Reports to: City Administrator
FLSA Status: Non-exempt (eligible for overtime pay)
Salary Grade: 04, \$18.25-28.09
Retirement: KPERS
OSHA: Blood Borne Pathogens
Hazard Communication

POSITION SUMMARY

An employee in this position has a wide range of management and administrative responsibility involving day to day management of physical facilities, preparing and managing operating budgets, directing employees, working with boards and committees, developing promotional materials, serving as city staff person responsible for carrying out policies and directives to attract conventions, promote tourism and to assist in community based events.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Manages the day to day operation of the Big Well, including the employment and management of personnel in accordance with City of Greensburg Personnel Policies.**
- **Prepares an annual operating budget for the Big Well, including revenues and expenditures.**
- **Maintains an inventory of sales items for the Big Well gift shop.**
- **Submits daily cash receipts to the City Treasurer for deposit.**
- **Coordinates and provides oversight of tour and education programs.**
- **Serves as the City appointed Convention and Tourism Director at the direction of the City Administrator.**
- **Works with the City Council appointed Convention and Tourism Board to promote tourism, conventions, local community events.**
- **Actively involved in convention and tourism planning, including, but not necessarily limited to, developing itineraries, arranging transportation, providing accommodations for hotel space, dining and meeting locations.**
- **Prepares agendas, takes minutes, prepares financial reports, proposes recommendations, does research, arranges meetings, prepares proposals to the City Council and other support as may be requested by the Convention and Tourism Board.**
- **Prepares an annual report to the City of all activities involving the operation of the Big Well and those of the Convention and Tourism Board.**
- **Prepares, or works with others, to prepare promotional materials for Greensburg and the Kiowa County area.**
- **Manages and posts information on the “Community Sign” in accordance with adopted policies.**
- **Maintains and updates greensburgks.org and bigwell.org websites.**

- Maintains and updates Facebook and Twitter pages for the City of Greensburg and the Big Well.

MARGINAL FUNCTIONS

- Complies with city ordinances and city policies.
- Operates a variety of office equipment as necessary.
- Responds to the media and other requests for information, new stories, and public information pertaining to the Big Well, Convention and Tourism in coordination with the City Administrator and the City's Public Information Officer.
- Assists other departments and performs other duties as deemed necessary or assigned.

POSITION REQUIREMENTS

Experience: Five years of experience in public relations, tourism, and working with conventions and public groups. Experience of working with and directing employees and museum and sales staff.

Education: A Bachelor's degree in Public Relations, Journalism, Marketing or Public Administration. Other combinations of experience and education that meet the minimum requirements may be substituted.

License/Certification: Requires possession of a valid Kansas driver's license. Must be insurable by the City's insurance carrier.

Knowledge, Skills and Abilities: Knowledge of the principles, techniques and objectives of marketing, sales, public information, and supervision. Must write and speak English and be capable of writing in various journalistic styles. Must have knowledge of public assembly management and philosophy. Requires skills in the principles of sales, negotiation, and promotion. Must have leadership knowledge skills. Must have the ability to implement and manage a marketing program, use graphic instructions such as maps, layouts and other visual aids, and prepare and make presentations to the public, boards and committees and the City Council.

Problem Solving: Frequent problem solving is required on a daily basis when dealing with the essential duties and responsibilities of this position. Examples may include directing staff, managing merchandise and inventory, arrange tours, preparing agendas and working with appointed boards and commissions, making budget reports and recommendations, handling inquiries from the public, elected and appointed officials, and city personnel; research of issues involving projects or delivery of services; being knowledgeable of city ordinances, resolutions, minutes and city activities.

Decision Making: Independent decision making is an important element of this position. The ability to analyze and make objective decisions in a timely manner based upon known information is important to the success of the person in this position.

Supervision: Supervision of Regular Part-time and Temporary employees is a requirement of this position. Coordination of presenters and personnel when scheduling meetings of the Convention and Tourism Board is relevant to the supervision process.

Financial Accountability: This employee has responsibility for preparation of annual budgets for the Big Well operation and for the Convention and Tourism budget. Ability to project revenues and preparation of a line item operating budget is required. Orders products and maintains inventory for the Big Well operation. Posts daily receipts and submits cash to the City Treasurer for deposit. Prepares financial analysis and proposals for Convention and Tourism Board for projects and capital expenditures.

Personal Relationships: Continual contact with the public, including out of community visitors, city employees, the city governing body, boards and commissions and members of the media. Employee should be able to present an open friendly demeanor when dealing with others; the ability to listen, be helpful and focus on the needs of those being served in a business-like manner. More than most other city functions, this position often represents the “face” of the City.

Working Conditions: No adverse working conditions exist in this position. Position often requires continual public contact. Work often involves working on many tasks and issues within the same time frame.

Physical Requirements: Primarily a sedentary office setting, while frequently requires being with groups and moving from place-to-place and meeting-to-meeting. Ability to sit for extended periods of time; ability to lift objects weighing up to twenty-five (25) pounds; mobility to perform errands and flexibility of body, manual dexterity and hand/eye coordination to operate office equipment as necessary.