

## **Borough of Stone Harbor**

Position: Director of Tourism

Job Description Created: 8/30/18

Reports To: Borough Administrator

Department: Administration

Internal Liaisons: Mayor, Borough Council and Borough Departments

External Liaisons: State and Local Government authorities as appropriate, suppliers and contractors, community members/groups, and members of the general public

### **POSITION SUMMARY**

The Director of Tourism is responsible for the overall coordination, administration, and execution of all Borough special events and facilitating external organizational special events. The Director of Tourism will develop and promote tourism in order to attract visitors and produce significant economic benefits for the town. The Director of Tourism ensures the development and delivery of wide-range of special events for the Borough within operational and budget limitations.

The Director of Tourism will lead the strategic plan to fulfill the needs of both visitors and residents, while showcasing the town of Stone Harbor as a premiere destination. The Director of Tourism is forward thinking, imaginative, and responsive while working to implement economic impact strategies, industry partnerships, and further promote Stone Harbor throughout Cape May County and beyond.

The Director has internal contacts with the entire administrative staff and external contact with the community organizations. This position has access to sensitive Borough information and is expected to handle such information with integrity and professionalism. This position has regular contact with members of the community and is expected to represent the Borough in a professional manner. This position will also represent the Borough by attending meetings and participating on special business and community development initiatives.

### **Essential Functions**

#### **A. Administration**

- Develop and execute year-round comprehensive programs and special events for residents and tourists including but not limited to; sporting events, wellness campaigns, sustainable initiatives, travel shows, art and craft festival, and concerts
- Conceptualize and petition grant funding for various marketing ventures
- Optimize strategic digital marketing campaign for special events to measure analytics to drive future results

- Act as a principal point of contact for and respond to media and public relations inquiries; all media site visits and/or interviews to be coordinated with the Borough Administrator, Mayor, and Borough Council
- Expand media platforms and public relation duties: prepare press releases; create marketing and promotional materials; update content on Borough website, dedicated Stone Harbor Arts & Crafts Festival website, Instagram and Borough municipal app
- Work in conjunction with Director of Recreation to post and create events on Stone Harbor Recreation Facebook page
- Develop, review and distribute brochures, articles, press releases, etc. on tourism-related subjects including Stone Harbor events, services, facilities, tourism marketing and public relations
- Maximize face-to-face marketing efforts by participating in regional market travel shows to promote tourism to thousands of highly qualified travel enthusiasts
- Responsible for engagement with tax payers, key internal staff, Borough Council on a regular basis to provide updates on discerning successes, concerns and strategy updates
- Effectively position Borough natural resources, commodities, and services for organic growth; serve as a member of the Go Green Committee
- Implement a cross-functional approach to improve professional working relationships between departments, business partners, civic and non-profit organizations to ensure maximum achievement of service standards
- Serve as liaison between tour operators, meeting planners, travel agents, hotels, familiarization tours for journalists, meeting facilities, restaurants, etc. in conjunction with the Stone Harbor Chamber of Commerce to highlight Stone Harbor attractions
- Initiate and maintain frequent contact with group tour operators and motor coach operators to solicit business for the Stone Harbor Arts & Crafts Festival
- Participates in planning, formulating and recommending policies to further streamline special event application process and overall tourism objectives therein to improve public safety and awareness for organizers and governing body
- Solicit merchant sponsorships for relevant special events and track accounting
- Establishes and maintains effective working relationships with major tourism attractions in Stone Harbor to develop partnership opportunities including co-op advertising and marketing, tradeshow, coupons, packages, etc.
- Consults with government officials about operations and keeps public informed through public service announcements and special reports.

- Conduct weekly and/or monthly event detailing meetings with Department Heads to discuss new and existing events, operational enhancements, and safety concerns; Conduct special event meetings with Event Organizers on an as needed basis
- Oversees tourism operations to include purchasing, inventory control, etc; Advise and consult with Department of Public Works and Recreation and Tourism Committee regarding acquisitions and improvements
- Prepare an annual departmental budget, participate in the organization's budget preparation process, and operate within budget limitations.
- Attends and presents monthly report at 2<sup>nd</sup> Council Meeting of the month.

#### **B. Outside Groups and Organizations**

- Assists various County agencies, both public and private, in developing strategies for increasing visitor volume and expenditures
- Works with outside organizations and potential new organizations for activities involving Borough facilities in planning upcoming events.
- Assembles a relevant event listing from internal and external organizations to distribute to respective County agencies and publishers; including but not limited to civic, for profit, and not-for-profit organizations.
- Ensures that groups and organizations understand and adhere to Borough policies, remit fees on time, obtain necessary permits and insurance, and develop site plan/ facility layout.

#### **Non-Essential Functions**

- Attend relevant workshops as necessary to maintain professional knowledge.
- Adheres to the Borough's security guidelines and ensures the appropriate handling of sensitive information.
- Attends relevant staff meetings to promote communication and execution of goals.
- Completes special projects specific to the function of the department or as needed for the department as directed by the Borough Administrator.
- Other duties as assigned within the scope of position expectations.

#### **Knowledge, Skills and Abilities**

- Strong knowledge of basic principles of public administration with special consideration to departmental personnel and budget administration.
- Knowledge of philosophy, activities, objectives and ideals of community enrichment programs and public relations.

- Knowledge of methods, equipment and materials used for special events.
- Strong written and verbal communication skills and effectively communicate to groups.
- Demonstrate ability to execute varied and seasonal project goals by carefully setting priorities, meeting deadlines, delegating appropriately and scheduling time efficiently.
- Strong attention to workplace safety.
- Ability to follow-up and follow-through with strong attention to detail.
- Demonstrates ability to work with other people through a cooperative effort.
- Possess strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative and professional interaction with diverse groups of co-workers, external business partners and the community.
- Adheres to all Borough and departmental policies and procedures.
- Attends all Borough in-services as required.
- Attends and presents monthly report at 2nd Council Meeting of the month.

### **Experience, Education and Licensure**

- Minimum Experience: 5+ years related experience involving the development and delivery of special events and programs in a local government or community-based setting.
- Minimum Education: Four-year degree from an accredited college preferably in the fields of Public Relations, Hospitality, Travel & Tourism, or Public Administration; Additional experience may be substituted for college degree on a year for year basis.
- Licensure: Valid New Jersey driver's license and satisfactory driving record required. Professional registration in the national Parks and recreation Association or an affiliated state association comparable to the New Jersey recreation and Parks Association is required prior to the completion of the introductory period.
- Pursuant to Borough regulations the applicant is required to undertake a Criminal Background Check. It is a condition of employment with the Borough of Stone Harbor that all applicants agree to this requirement before appointment.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee will frequently stand; walk; sit; use hands to finger, handle or feel objects, tools or equipment; reach with hands and arms; balance; talk or hear. The employee will occasionally climb stairs; stoop; kneel; crouch or crawl; taste or smell.

- The employee must occasionally lift and/or move up to 35 pounds.
- Participation in certain recreational activities.
- Specific vision abilities required by the job include frequent reading and close vision; distance vision; color vision; peripheral vision; depth perception; and the ability to adjust focus.

## **Work Environment**

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually moderate.
- Although work is primarily indoors, you may be required to travel outside to Borough or community locations.
- Position may require occasional trips to attend conference, seminars and meetings.
- Regularly requires the need to be on site weekends, evenings and holidays to supervise events and activities and based on seasonal requirements.

*Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.*