



# HAINES BOROUGH POSITION DESCRIPTION Tourism Director

**SUMMARY:** The Tourism Director works at the direction of the Borough Manager. The Tourism Director is responsible for the operation and management of the Borough's tourism department. This job description reflects the administration's assignment of essential duties and responsibilities. It does not prescribe or restrict the tasks that may be assigned.

## **EXAMPLES OF DUTIES**

1. Serves as the Borough liaison to the Tourism Advisory Board (TAB) and coordinates TAB meetings; executes plans and programs approved by the Borough.
2. Prepares and administers the annual Tourism Department budget; monitors department expenditures in accordance with the annual budget and purchasing policies.
3. Purchases advertising and coordinates the Borough's tourism marketing plan in all mediums, including internet.
4. Prepares and executes tourism promotion and marketing plans, including, but not limited to, public relations, advertising, participation in trade shows, media orientation, mailings, and cooperative marketing projects.
5. Coordinates activities and programs with local organizations to promote visitor services and activities; assists local organizations in recruiting and coordinating local meetings and conventions.
6. Coordinates the Haines visitor promotion program with other regional, state, national or international visitor promotion programs or organizations.
7. Collects information about the visitor industry to guide marketing plans. Oversees visitor-welcoming activities at the Visitors' Center, public docks and entry ports.
8. Advises public, business, service or social organization members of Tourism Department plans and actions, and responds to concerns and comments about Department activities.
9. Participates in the planning and development of infrastructure improvements to accommodate visitors to Haines.
10. Supervises Visitor Center employees and operations in accordance with Borough policies and applicable laws. Responsibilities include conducting applicant interviews; recommending applicant hires to the manager; preparation of Visitor Center staff schedules; training employees; planning, assigning and directing work; conducting employee evaluations; rewarding and disciplining employees; addressing complaints and resolving problems.

## **KNOWLEDGE, SKILLS AND ABILITIES**

The requirements, demands and characteristics listed below are representative of the knowledge, skill and/or ability required to successfully perform the essential job functions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **KNOWLEDGE, SKILLS AND ABILITIES** ---continued---

1. Ability to read, analyze, and interpret general business periodicals, financial reports, or government regulations.
2. Ability to write reports, business correspondence, and department plans or procedures.
3. Ability to effectively present information and respond to questions from groups, clients, customers, and the general public.
4. Ability to define problems, collect data, establish facts, and draw valid conclusions.

## **MINIMUM EMPLOYMENT STANDARDS**

1. High school graduate or general education degree (GED).
2. Minimum of four years of work experience in the visitor or marketing industry, preferably with management experience involving supervision of employees.
3. An individual must possess a valid Alaska driver license, or be able to obtain an Alaska driver license within thirty days of hire.
4. An individual must be able to operate computer word processing programs.
5. While performing the duties of this job, the employee is regularly required to sit; use hands to handle tools, computer keyboard, or controls; and talk and hear. The employee frequently is required to reach with hands and arms, to stand, walk, climb, balance, or crouch. The employee frequently moves about to coordinate work.
6. The employee is required to operate a motor vehicle.
7. The employee must regularly lift and/or move up to twenty pounds and occasionally lift and/or move up to fifty pounds.
8. The employee must have clear close, distance and color vision.
9. The noise level in the work environment is usually quiet.
10. The employee is regularly required to travel.