DEFINITION:

This is a full-time salaried position. The Director functions as the principal operating official for the Haines Borough’s destination marketing department. The Director is responsible for the overall performance of the department’s mission as a “destination marketing agency working to effectively promote, support and grow the economic capacity for the Haines Borough and Visitor Industry.” The Director of Tourism works directly for the Borough Manager on policy making and strategy for the organization, and serves as the primary spokesperson for the 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.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Strategic Marketing Plan and Budget – responsible for coordinating the resources necessary to develop and actuate an effective annual marketing plan and budget developed through community planning and with input from the Borough Manager and Tourism Advisory Board. This includes developing branding, website, advertising campaigns, media relations, travel trade relations, printed materials and special events as needed. Oversees the development, review, purchasing and distribution of, advertising, media releases, etc. on tourism-related subjects including attractions, activities, events, facilities, marketing, and public relations. Controls creative for all print, digital, and online materials; either self producing or contract design. Oversees the production of the annual Visitor Planner.

2. Administration & Operations – Responsible for the administrative duties and day to day operation of the Haines Visitor’s Center. Supervises Visitor Center employees and volunteers and operations in accordance with Borough policies and applicable laws. 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. The Director handles all consultant and vendor contracts and invoices with accounting assistance as needed from the Finance office and Haines Borough Clerk. Prepares and administers the annual Tourism Department budget; monitors department expenditures in accordance with the annual budget and purchasing policies.

3. Serves as the Borough liaison for the Tourism Advisory Board (TAB) and coordinates TAB meetings; executes plans and programs approved by the Borough Assembly.

4. Assists and supports in execution of special and annual events by collaborating with organizers, including, but not limited to: Haines Craft Brew Fest, Kluane Bike Relay, Southeast Alaska State Fair, Alaska Bald Eagle Festival, Winter Fest, Alcan 200.

5. Commits to maintaining and strengthening industry knowledge by attending industry conferences, establishing professional networks, trade shows, and, and familiarization tours for journalist, travel agents, and tour operators.
6. Represents the Haines area in cooperative local, regional, and statewide promotional efforts; develops and maintains a positive relationship with the business community and maintains public awareness of tourism issues and advertising opportunities. Attends Haines Borough Assembly meetings and other committee meetings to represent tourism issues when needed.

7. Develops and maintains partnerships with the Haines Chamber of Commerce, Haines Economic Development Corporation, SEAK Fair, arts organizations, recreation groups and other local organizations, local business community, surrounding communities, and regional marketing and economic development boards.

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. The Borough at its sole discretion shall decide if the applicant meets the requirements. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

1. A primary attribute for this position is initiative. The Director must be able to define problems, collect data, establish facts, draw valid conclusions and act.
2. Ability to read, analyze, interpret and prepare general budgets, financial reports and plans.
4. Superior communication skills; ability to present information write effective reports, business correspondence, plans and operational procedures. Must be able to facilitate group planning sessions.
5. Ability to manage effective marketing communications through social media including Instagram and Facebook.
6. Ability to direct, supervise and evaluate staff in a supportive manner. Must maintain congenial, welcoming atmosphere at the Visitor’s Center.

EMPLOYMENT QUALIFICATIONS

1. Bachelor’s degree in advertising, marketing, hospitality and tourism, or closely related field or four years of experience in advertising, marketing, hospitality and tourism, or closely related field. Knowledge of special event management, economic development, writing, graphic design, and media relations. Preferably with management experience involving supervision of employees.
2. Work is in an office setting but will require mobility during special events and conferences. In this position, it is necessary that the hours and days of the week be flexible. Working holidays and weekends will be required at some points. Travel and attendance at town, regional, or state meetings, conferences and events is required.
3. Possession of a valid Alaska driver license or the ability to obtain an Alaska driver license within thirty days of hire. Must be able to operate a motor vehicle.
4. Knowledge of website development, social media, Microsoft Office and Adobe products.
5. The employee must regularly lift and/or move up to twenty pounds and occasionally lift and/or move up to fifty pounds.
6. The employee is regularly required to travel.