

TITLE: Director of Tourism

DEPARTMENT: City Manager, City of Franklin

JOB SUMMARY: The Director of Tourism markets the City of Franklin nationally and internationally by working with City leaders and citizens on project and events. Additionally, the incumbent oversees and manages the Visitor Center and offer educational programs to the citizens of the community.

MAJOR DUTIES:

- Markets area in order to maximize revenue for local area from national and international visitors.
- Works with owners/managers of local eateries, lodging, shops, and attractions.
- Works with community organizations on projects and events.
- Provide direction and full support to supervisors and employees regarding safety and health, job-training and hazard elimination procedures, and correction of identified safety deficiencies in accordance with City policy.
- Coordinate and recruit volunteers to manager the visitor's center.
- Coordinates events with local 501© (3) organizations.
- Plans and coordinates City sponsored tourism related events.
- Speaks with the press and travel writers.
- Attends City Council meetings and City staff meetings.
- Participates in state tourism committees.
- Works with local stakeholders to maximize their ROI potential.
- Supervises visitor center staff and volunteers.
- Performs inventory/property management.
- Prepares and/or processes purchase orders.
- Manages or administers grant funds.
- Manages the budget within assigned unit/division.
- Makes recommendations that impact the budget.
- Manages the budget within assigned department.
- Determines allocation of budget among divisions.
- Exercises purchasing authority up to \$5,000 without approval from supervisor.
- Performs other related duties as assigned.

KNOWLEDGE REQUIRED BY THE POSITION:

- Knowledge of local area, sales and public relations skills.
- Knowledge of effective written and oral communication techniques when interacting with individuals and groups of diverse economic, cultural, social, and educational backgrounds.
- Skilled in organization and management.
- Skilled in the use of a variety of office equipment including: computer-driven work processing, spreadsheet, and file maintenance programs.
- Ability to be an effective public speaker.

Date Approved: October 9, 2020

SUPERVISORY CONTROLS: The City Manager assigns work in terms of department goals and objectives. The supervisor reviews work through conferences, reports, and observation of department activities.

GUIDELINES: Guidelines include employees, contractors, the general public, federal, state, and local officials, and other individuals or groups doing business with the City.

COMPLEXITY: The work consists of varied management, administrative, and supervisory duties. The diversity of tasks contributes to the complexity of the position.

PERSONAL CONTACTS: Contacts are typically with other City personnel, elected and appointed officials, and members of the general public.

PURPOSE OF CONTACTS: Contacts are typically to give or exchange information, motivate personnel, resolve problems, provide services, and negotiate or justify matters.

PHYSICAL/ MENTAL DEMANDS AND WORK ENVIRONMENT: The City of Franklin is an Equal Opportunity Employer. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL AND SENSORY DEMANDS: The work is light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Requires the use of fingers, hearing, lifting, mental acuity, pulling, pushing, reaching, repetitive motion, speaking, standing, stooping, talking, visual acuity, and walking.

WORK ENVIRONMENT: The work is performed in a dynamic environment that requires sensitivity to change and responsiveness to changing goals, priorities, and needs.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY: This position has direct supervision over volunteers.

SPECIAL REQUIREMENTS: None.

MINIMUM QUALIFICATIONS:

- o Bachelor's degree in a related field or an equivalent combination of education and experience.
- o Possession of or ability to readily obtain and maintain a valid driver's license for the type of vehicle or equipment operated.

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PREFERRED QUALIFICATIONS:

- One (1) year of related experience.

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