



CLASS SPECIFICATIONS

Class Title: Tourism Marketing Manager
Department: Community & Economic Development
FLSA: Exempt

Class Code: 7778
Grade: 22
Eff. Date: 10/19/2021

GENERAL PURPOSE

Under general guidance of the Tourism Division Director, plans, develops, and implements marketing strategies, communications, and public relation activities of the tourism. Supervises tourism marketing staff.

EXAMPLE OF DUTIES

Manages the strategy, communication and promotion of the mission, vision, and identity of Discover Davis. Promotes Discover Davis events and other county owned tourism facilities, including the Davis Conference Center and the Legacy Events Center. Manages and oversees the execution of marketing strategies and communication activities internally or with agency of record, which include but is not limited to: digital marketing strategies, Email marketing, SEO/SEM Strategies, media relations campaign monitoring, website development, enhancement and/or redesign of marketing assets, supplemental print materials, etc. Leads special projects as assigned.

Responsible for creating, implementing and measuring the success of all marketing, communications, and public relations programs. Maintains brand identity through all communication channels including digital and print marketing. Leverages data and analytics to provide recommendations and insights to guide marketing strategy. Manages and coordinates content needs with agency or coworkers.

Develops and executes co-op marketing opportunities with local, regional, and/or state partners; targets media, social influencers, bloggers, etc. to market Davis County and write about its offerings; determines best tools and resources to track and report on media placements; hosts media familiarization tours; researches best marketing practices, new opportunities, and trends on a regular basis. Shares information with internal staff and marketing partners; maintains a working knowledge of the attractions and services available in the area.

Supervises assigned staff; assigns work and evaluates performance in compliance with County policies, procedures, and practices. Addresses performance problems in a timely manner.

Manage and oversee the work of volunteers and vendor activities as needed. Manage and lead a marketing team that includes a coordinator and seasonal intern to most effectively execute marketing plans, strategies and communication efforts. Assists with tourism events and works collaboratively with the events team.

Creates destination strategies that involve community partners as needed to generate tourism economic growth. Attends training and conventions to broaden marketing skills.

Seeks community partnership opportunities. Establishes working relationships with tourism industry partners, city officials and other stakeholders in the County to further the tourism vision and initiatives. Establishes a network within the business community as a resource in the local tourism industry. Actively involves in the community.

Assists with preparing, hosting and managing quarterly Tourism Tax Advisory Board (TTAB) meetings that include public hearing notices and minutes; Hotelier, and other industry meetings. Assists with creating industry newsletter and stakeholder update reports.

Oversees lodging arrangements for large groups of patrons.

Prepares reports, agendas, proposals, and other tourism marketing materials as needed.

Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Graduation from an accredited college or university with a Bachelor's degree in marketing, tourism and hospitality or a closely related field, plus four (4) years of paid full-time work with marketing experience, 2 years of which must be supervisory experience . An acceptable combination of education and experience may be considered.

Preference for experience in marketing a tourism destination with a government entity.

2. Special Qualifications:

Must furnish personal transportation for on-the-job travel.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license and must operate a motor vehicle in a safe manner; new employees with an out-of-state driver license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

Employees driving a personal vehicle while on county business must maintain the minimum vehicle liability insurance as specified in the Utah Code.

3. Necessary Knowledge, Skills, and Abilities:

Knowledge of: personnel management; social media engagement, advertising and event promotions; online marketing including website content management and creation, Google analytics, blogging and emailing marketing; event planning and coordination; lodging, attractions, and services in the area; Davis County events and amenities; hospitality and tourism terminology; marketing tools; account management; local business community; social networking channels; applicable County and department policies, procedures, and practices; principles and practices of local government.

Skill in: operating common office equipment, applicable computer hardware and software using content management systems (CMS) including, but not limited to, Wordpress, sitefinity, Microsoft Word, Excel, and Adobe Creative Suite.

This position requires the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure a motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Ability to: prepare effective promotional materials; travel to various locations within Utah and regional destinations; compile data and prepare written reports; effectively organize and prioritize activities and projects; work on multiple projects simultaneously and meet deadlines; develop and manage marketing and content schedules and timelines; work efficiently with minimal supervision; oversee the work of others; identify and solve problems; make sound decisions; maintain concentrated attention to detail; follow written and oral instructions; communicate effectively (orally and in writing); establish and maintain effective working relationships with directors, other employees/departments, industry partners, other agencies, and the general public.

WORKING CONDITIONS

Lift and carry up to 25 lbs. Perform duties that require reaching, stooping, bending, leaning, lifting, and extended periods of standing. Ascend and descend ladders and equipment. Set-up and take-down displays, chairs, tables, and other types of furniture and equipment.

Work in different environments extended flexible hours as needed, including nights and weekends.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. **All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.**



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Approval Information

Date:	10/19/2021
Department Approval:	Jessica Merrill
HR Generalist Approval:	Jill Tew
Classification Approval:	Marina Brito