

BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS

TOURISM MARKETING MANAGER

CHARACTERISTICS OF THE CLASS: Under the general direction of the Tourism Development Office Director, and working within Brevard County and Tourism Development Office marketing policies, performs experienced professional work organizing, coordinating, and monitoring cross-departmental initiatives to achieve project and program goals. Oversees planning, budgeting and execution of all advertising (both creative development and media buying), digital marketing, public relations, and travel industry relations activities.

EXAMPLES OF DUTIES: (Note: The listed duties are illustrative only and are not intended to describe each and every function which may be performed in the job class. The omission of specific statements does not preclude management from assigning specific duties not listed herein if such duties are a logical assignment to the position.)

Coordinates with the Tourism Development Office Director and the Tourism Finance Manager to develop marketing plans for managing cross-departmental initiatives on time, within budget, and to the satisfaction of partners and stakeholders.

Serves as the Lead Project Manager on specific projects and acts as liaison with senior management and outside entities as needed.

Works with and provides guidance to Tourism Development staff, contract personnel, and other involved parties to ensure that projects are on time, within budget, and meet approved program specifications.

Utilizes project management software to create and maintain tracking documentation to facilitate project goals and objectives and to troubleshoot potential issues as needed.

Provides updates and periodic status reports to the Tourism Development Office Director regarding projects, areas of concern and the development of new initiatives.

Responsible for assisting the Tourism Development Office Director with personnel duties, including interviewing, selection, hiring, and training of new staff members; directing and assigning staff members; developing and communicating performance metrics to assess individual staff and department effectiveness, evaluating staff performance; providing counseling, cross-training, coaching, and mentoring to staff members; maintaining harmonious employee employer, and partner relations in support of the Tourism Development Office marketing functions; and developing and implementing staffing plans and related budgets.

Provides direction and mentoring and maintains communication with contracted project and program managers including Public Relations, social media, digital marketing and travel industry relations in order to ensure successful outcomes and completion of initiatives.

Develops processes for integration of cross-departmental projects and methods to communicate across the organization and develops methodologies to provide enhancements to deepen the strategic value of measurable results of projects.

Performs or assists with any operations, as required, to maintain workflow and to meet schedules and quality requirements and notifies the Tourism Assistant Department Director of unusual equipment or operating problems and the need for additional material and supplies.

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Performs related work as required.

REQUIREMENTS:

EDUCATION AND EXPERIENCE: Graduation from an accredited college or university with a Bachelor's degree in Marketing, Hospitality, or a closely related field PLUS

three (3) years of progressively responsible experience in marketing, advertising, or tourism development in a medium to large organization, including two (2) years in a responsible supervisory capacity.

Master's degree is preferred.

Additional qualifying education and/or experience which provides the necessary knowledge, skills, or abilities may be substituted one for the other on a year for year basis.

SPECIAL REQUIREMENTS: Must possess, or obtain prior to employment, a valid Florida Driver's license and maintain said license during the term of employment.

In the event of a hurricane, major storm, natural or man-made disaster that may threaten the area, the employee will be required to perform emergency duties as directed.

KNOWLEDGE, SKILLS AND ABILITIES: (Note: The knowledge, skills, and abilities identified in this class specification represent those needed to perform the duties of this class. Additional knowledge, skills, and abilities may be applicable for individual positions.)

Thorough knowledge of the principles, practices and procedures of advertising, journalism, marketing and public relations.

Good knowledge in the use of personal computers, including Microsoft Outlook, Word, Excel, PowerPoint, or other similar software.

Good knowledge in the use of the Internet and social media sites, including Facebook, Twitter, Instagram, or other similar sites.

Good knowledge in the use of project management software.

Good knowledge of current developments in public relations and marketing.

Ability to communicate effectively, both verbally and in writing.

Ability to establish and maintain effective working relationships.

Ability to organize and coordinate multiple activities.

Ability to direct and supervise the work of others.

PHYSICAL REQUIREMENTS: This is mainly sedentary work.

Revised 04/29/2019; supersedes CD# 1705 titled Tourism Marketing Manager, dated 09/08/15.