

General Statement of Job

Professional and managerial work in the coordination of leisure marketing programs for Orlando North Seminole County (ONSC) Tourism.

Essential Functions

Note: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position.

Reports to Chief Administrator, Office of Economic Development and Community Relations.

Serves as primary representative of ONSC Tourism internal and external activities specific to leisure travel. Chief Administrator retains duties directly related to Board of County Commissioners and Tourist Development Council.

Promotes Seminole County as a premier destination for the leisure traveler.

Key responsibilities include:

- Management of two positions: Travel Trade Representative and Management Support Specialist.
- Supervision and administration of all tourism-related vendors and contracts, including drafting, evaluating, and tracking to ensure successful implementation and contract fulfillment. Evaluates contracts annually to determine contract value and return on investment.
- Oversight of leisure marketing efforts, including day-to-day management of marketing vendors, regular conference calls/meetings with ONSC contracted marketing firms, development of ONSC leisure marketing plan in coordination with marketing/advertising firm, and long-term strategic plan creation related to leisure marketing.
- Management of annual visitor survey process, including scope development, RFP administration in coordination with Seminole County Purchasing and Contracts Division, oversight of survey execution, and all follow-up reporting and activities.
- Day-to-day budget supervision to ensure ONSC leisure tourism efforts operate within designated budget. Annual leisure and Tourism Administration budget is developed by Chief Administrator in coordination with this position.
- Oversight of Management Support Specialist position includes ensuring that vendor invoices and payments are processed correctly and in a timely manner.

- Leadership of regular meetings with Seminole County hotels and tourism partners (i.e. Director of Sales meetings, Food and Beverage partner meetings). Maintain a positive working relationship with area hotel sales managers, Orlando Sanford International Airport marketing representatives, tourism/economic development representatives from Seminole County's seven cities, and other key tourism partners.
- Prepares and presents written and oral presentations for ONSC Tourist Development Council (TDC). Monitors, reviews, and reports on all leisure marketing activity to Chief Administrator, TDC, CFHLA, and other key stakeholder groups. Prepares monthly occupancy report for electronic distribution to Seminole County hoteliers and other partners.
- Plans and executes annual tourism luncheon in coordination with tourism team.
- Represents ONSC Tourism at 2-4 conferences within the State of Florida annually (out-of-state travel is not common).
- Supports and coordinates joint projects, programs, and initiatives with ONSC Sports Tourism and Seminole County Economic Development, as needed.

Additional Duties:

Performs other related work as required. Position requires occasional travel outside of Seminole County. May work non-standard work hours during special events or trade shows.

In the event of an emergency, all employees are considered essential personnel and may be required to perform alternate duties.

Minimum Qualifications

Bachelor's Degree required, preferably in tourism/hospitality or marketing and four (4) years of experience with a convention/visitors/tourism bureau, hotel, or hospitality-industry related business. *A comparable amount of education, training, or experience may be substituted for the minimum qualifications.*

Working knowledge of Microsoft Office programs and ability to use the Internet as a resource.

Additional Experience

Two-three years management experience preferred.

Knowledge of the principles and practices used in selling and marketing a destination. Experience working for or with a destination marketing organization or tourism marketing corporation preferred.

Excellent oral and written communication, presentation, and customer service skills.

Ability to establish and maintain relationships with Seminole County Tourism partners, including attractions, hotels, and restaurateurs.

Must possess and maintain a valid Florida Driver's License.

All employees must attend Seminole County Required Trainings.

Department Specific trainings per position may be required.

Working Conditions

Work environment is a combination of an office setting and external meetings. Duties are performed primarily at a desk, in meetings, or attending conferences/trades shows. This position has regular exposure to radiant and electrical energy found in an office environment. Duties performed outside the office may require prolonged standing or walking.