



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

JOB INFORMATION

Job Title:	Director of Sustainable Tourism
Reports to:	Vice President of Marketing
Department:	Marketing
FLSA Classification:	Exempt
Level:	Director, C
Version Date:	October 20, 2021

JOB SUMMARY

The Director of Sustainable Tourism will be responsible for developing, implementing, and monitoring new sustainable tourism & destination management programs for the Park City area. This role will guide the future direction of our organization and the local tourism industry. The focus of this position will be sustainable tourism, which incorporates the environment, economics, and culture of the destination. This is a new position for Visit Park City and the successful candidate must be a motivated self-starter to help craft and create this program.

Essential Functions

<i>Essential Functions</i>	<i>% TIME</i>
<ul style="list-style-type: none"> Develop, maintain, and implement the Park City Destination Stewardship Plan which identifies goals, key strategies, and objectives to be a sustainable tourism destination. Identify key performance indicators of the sustainability and destination program for Visit Park City and track progress. Provide monthly, weekly reports to track progress and success. 	30%
<ul style="list-style-type: none"> Create programs, consult, and coordinate with stakeholders, government entities and business partners on sustainable tourism initiatives, comprehensive planning, resident sentiments, resource conservation, safety regulations, workforce housing, transportation initiatives, nature conservation, etc. 	20%
<ul style="list-style-type: none"> Create, maintain, and execute programs that influence and encourage visitors to support stewardship initiatives, and coordinate programs to mitigate negative impacts of tourism. Identify programs that will exceed global standards and work towards destination certification. 	20%
<ul style="list-style-type: none"> Develop relationships with local and state government officials, political representatives, and stakeholders in order to advance the mission of the Chamber/Bureau and advocate for the tourism industry. Participate in industry associations and seminars, attend regular marketing council and city or county meetings as needed. 	10%
<ul style="list-style-type: none"> Ensure all brand touchpoints are consistent in sustainability messaging. Help create relevant content for press releases, presentations, board reports and the website. 	5%
<ul style="list-style-type: none"> Research and update the Visit Park City team on sustainable tourism issues and successes at a local, state, and national level. Conduct appropriate research and coordinate with PCCB departments on surveys, data collection and analysis. 	5%
<ul style="list-style-type: none"> Produce and give community presentations to stakeholder groups about destination management, sustainability, and other topics. Regularly attend advocacy events, local government board and committee meetings and other state and nationwide events, as necessary. 	5%
<ul style="list-style-type: none"> Apply for, manage, and report on relevant grants. 	5%

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education

Bachelor's Degree	Relevant field such as Marketing, Sustainability	Required
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Work Experience

4+ years in sustainability, tourism, government relations, policy, marketing, or other relevant roles.	Required
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Skills

- Leadership skills including visionary, collaborative, positive, honest, authentic, and ambitious.
- Superior communications skills, organizational skills, and the ability to manage multiple priorities.
- Excellent relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders.
- Background in Travel / Tourism Industry / Sustainability / Environment
- Strong Presentation / Writing / Speaking Skills.
- Ability to learn computer functions, systems, and on-the-job skills
- Must be 21+ Years of Age; Some In-Market Travel; Must hold a Valid U.S. Valid Driver's License / Vehicle Insurance.

PHYSICAL DEMANDS / WORKING CONDITIONS

Physical Demands

<i>Physical Demand</i>	<i>NA</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Constantly</i>	<i>Weight(lbs)</i>
Carrying			X			20-50
Climbing Stairs			X			
Crawling		X				
Crouching			X			
Feeling (size, shape, temperature)				X		
Fingers (Pinch, picking, typing)			X			
Grasping, Grip				X		
Handling					X	
Hearing (sounds @ normal levels)					X	
Kneeling				X		
Lifting			X			20-50
Pulling / Pushing			X			20-50
Reaching				X		
Reading				X		
Repetitive Motions					X	
Sitting					X	
Standing				X		
Talking (Communicating)					X	
Vision					X	
Walking and Stooping				X		

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

Working Environment

<i>Working Condition</i>	<i>NA</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>Frequently</i>	<i>Constantly</i>
Extreme cold / heat		X			
Fumes, odors, dust			X		
Hazards		X			
Humidity		X			
Noise			X		
Temperature Change / Wet		X			
Vibration		X			

TO APPLY:

Send cover letter and resume to: HR@visitparkcity.com

The position is open until filled.