



City of Seaside Visitors Bureau Seaside, Oregon

POSITION

Director of Tourism Marketing

Department: City of Seaside Visitors Bureau

Supervisor: General Manager – Seaside Convention Center/Visitors Bureau

Position: Regular Full-time

General Statement of Duties and About the City of Seaside: This position reports to the General Manager of the Convention Center/Visitors Bureau and is charged with leading and directing the City of Seaside's tourism promotion and management efforts. The City of Seaside is a thriving tourism destination, located just 90 minutes from Portland, Oregon, and its Pacific Northwest Coast Region has one of the highest rates of employment in leisure and hospitality related jobs in the State of Oregon. The ideal candidate develops and implements marketing strategies to increase the awareness the City of Seaside. This includes, but is not limited to, the culture, history, attractions, and special events that enhance Seaside's visibility. Tactics should result in increased tourism. Position also supervises the Visitors Bureau Information staff, represents Seaside's best interests and drives hospitality togetherness for the area. The ideal candidate has a passion for the Oregon Coast and understands its rugged and beautiful environment.

Typical Duties, Responsibilities, and Essential Functions: *The following are examples of duties and responsibilities, but do not encompass all job requirements.*

- Develops marketing objectives and strategies that result in a marketing plan and budget to promote tourism in Seaside.
- Demonstrated ability to work with a multitude of contractors, hospitality staff and industry peers.
- Regularly develops strategies for new marketing and advertising materials.
- Implements annual plan in collaboration with Seaside tourism and marketing organizations.
- Maintains structure of master brand for Seaside, which includes ongoing research and development.
- Gives direct oversight and oversees ongoing improvements of the Seaside Visitors Bureau Website while coordinating a comprehensive Calendar of Local Events.
- Supervises the Seaside Visitors Bureau Information Center and Support staff.
- Coordinates and collaborates with Seaside event and activity organizers to help them with the promotion of their events.
- Expected to be available to work nights, weekends and holidays as needed.
- Oversees annual Tourism Grant program and is fiscal administrator of the spring awards program.
- Directs development and supervises the production of marketing collateral – including annual Seaside Visitor Guide - needed to successfully promote Seaside.
- Writes and distributes press releases for events and activities in Seaside and responds in timely fashion to both positive and negative press.

- Represents Seaside's interest as appropriate with local, state and federal organizations associated with tourism. This includes Travel Oregon, ODMO, OCVA and DMA West.
- Maintain and oversee the compilation of tourism data and statistical information that may be helpful in designing a marketing strategy for the Visitors Bureau and local business community.
- Develop and coordinate efforts to seek new economic development opportunities for Seaside.
- Attend tourism related workshops, conferences and training seminars to keep abreast of new strategies and marketing techniques available to destination marketing and management organizations (DMOs).

EDUCATION AND WORK HISTORY: Background in Tourism and Hospitality industry with preference given to those exhibiting experience working for DMO in small or large market. Five years of progressive experience in managing volunteer and full-time staff, or any combination of experience and training that provides the required knowledge, skills and abilities. Bachelor's Degree in Marketing, Hospitality or related field is required. Preference given for those with graduate studies or Master's degree.

MINIMUM EXPERIENCE AND SKILLS REQUIRED: At least three to five years of recent tourism experience, preferably in a DMO setting, which includes the following skills and abilities:

- Working knowledge of the principles of people management and strategic planning.
- Exceptional communication and public relation skills, coupled with the ability to influence others in a positive manner.
- Demonstrated experience in assisting or the direct management of a budget of at least \$500-750K.
- Knowledge of publication layout, design and graphics as well as related editing and writing skills.
- Ability to establish and maintain strong working relationships with city staff, the public, and business community and to present ideas effectively, verbally and in writing.
- Strong knowledge of advertising principles, web-based marketing tactics and experience working with current social media platforms beyond personal use.
- Knowledge of the group tourism industry, including group tour operators, meeting/convention planners, and FIT market.
- Must possess a valid driver's license.

KNOWLEDGE, SKILLS AND ABILITY

Staff Leadership and Effective Supervision skills: Knowledge of techniques, training and development, communication of values and standards, performance evaluation, management communication and problem solving. Knowledge of decision-making techniques. Ability to utilize supervisory techniques to assign, review and appraise the work of staff members; apply city, state and federal laws, regulations, policies, and procedures as they relate to the operation of the Visitor Bureau personnel.

Public/Community/News Media Relations: Must understand the importance of how visitors should be treated and the importance of first impressions. Knowledge, ability and skills to provide community outreach, speeches and regular presentations. Understand importance of good visibility, interested in people, accessible and open to news media; familiar with a user-friendly citizen complaint process.

Personality/Style: Possesses a positive self-image; confident but not arrogant; approachable; a strong team player; respects people and treats them fairly; ability to control self very well in tense environment.

Equipment: Strong knowledge of standard office practices and procedures, office record keeping and recording, and office equipment (computers, printers, networks, etc.). Calculator, typing/word processing, data entry skills for computer, and attention to detail. Knowledge of bookkeeping and accounting.

REQUIREMENTS (expected within first 2-3 months of employment)

- The Director of Tourism Marketing must maintain a valid State of Oregon driver's license.
- Must reside in Clatsop County, preferably in Seaside or neighboring community.
- Expected to become and remain an active member of the Seaside and North Coast Community.

PHYSICAL REQUIREMENTS NECESSARY TO PERFORM TASKS: Physical requirements necessary to perform tasks: Good vision and hearing. Employee is sitting most of the time. Minimal standing, bending, lifting, stooping, walking and climbing stairs. Employee is required to be able to lift and/or move up to 45 pounds.

Salary: Regular full-time, union position (\$5,173 - \$6,288) per month (DOQ) + fringe benefits.

The statements contained herein reflect general details as necessary to describe the principle functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the work load.

To Apply:

For more information and application directives, please visit:

<http://cityofseaside.us/departments-services/city-hall/human-resources/employment-opportunities>

Deadline is May 11, 2018.

Submit packet electronically (employment application, resume, letter of interest, and complete written exercise), by 5:00 PM, Friday, May 11, 2018, to Human Resources at hr@cityofseaside.us.

Please Note: Failure to include all required materials (employment application, resume, letter of interest, and written exercise) will result in applicant's disqualification from process.

EOE.