

TOURISM PROGRAM MANAGER 1**Nature of Work**

Performs complex administrative and supervisory work in the planning, organization and implementation of state-wide programs in tourism promotion, product marketing and parks management. Typical positions include state-wide responsibility for product marketing, fairs and festival promotion, telemarketing, advertising and promotion, park operations regional managers, special projects, or parks programming. Coordinates and integrates unit activities with division, local, state and federal agencies. Assures program compliance with division laws, regulations and goals. Accountable for program operation in the areas of assignment. Supervises subordinate professional, clerical, technical and support personnel. Typically, reports to Commissioner, Division of Tourism and Parks or the Assistant Director, Parks and Recreation. Performs related work as required.

Distinguishing Characteristics

This class has complete charge of a specialized program within the Division, including responsibility for determining general work planning, execution and direction of all operations.

Examples of Work

- Directly supervises employees by providing effective leadership and direction in the administration of the division.
- Represents Tourism and Parks at public meetings, conferences, speaking engagements, interagency meetings, and other functions as assigned.
- Makes decisions on routine operation procedures, and directs and supervises administrative and management activities necessary to insure effective operations.
- Plans, organizes, implements, monitors and controls activities of professional, technical staff.
- Coordinates plans and programs of the section with functions and services of other divisions, offices and activities of local, state, interstate, and federal government entities, and interested parties, and seeks agreement to resolve problems and/or establish common goals.
- Assists with preparation of budget and grant documents and approves expenditures.
- Develops and implements information plans to advertise, promote and publicize the state tourism industry.

Knowledge, Skills and Abilities

- Knowledge of the principles and practices of the tourism industry or parks operations and management.
- Knowledge of principles and practices of management including planning, budgeting, staffing, training, controlling and reporting.

TOURISM PROGRAM MANAGER 1 CONT'D.**Knowledge, Skills and Abilities - cont'd.**

Ability to plan, direct, coordinate, and supervise the work of employees.

Ability to follow oral and written instructions, exercise sound judgement, and work under limited supervision.

Ability to establish and maintain effective working relationships with federal, state and local officials, the general public, supervisor, co-workers and staff.

Ability to exercise independent judgement, delegate authority and evaluate the results of work performed.

Ability to keep accurate records; write reports in a clear, concise form; and present factual material and ideas effectively.

Minimum Qualifications

TRAINING Graduation from an accredited four-year college or university.

EXPERIENCE Four years of full-time or equivalent part-time paid administrative or supervisory experience in the area of assignment.

FOR PROMOTIONAL PURPOSES ONLY Graduation from a standard four-year high school or the equivalent and full-time or equivalent part-time paid experience directly related to the areas of assignment may be substituted for the required college training on a year-for-year basis.

Areas of Assignment

Advertising/Promotion
 Fairs and Festival Promotion
 Park Operations/Programming
 Parks and Recreation
 Tourism/Marketing

Established: 9/16/93

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