

TOURISM PROGRAM MANAGER II**Nature of Work**

Performs highly complex administrative work in park operations and management or tourism program management. Plans, directs and supervises the work of subordinate managers and support staff in parks or tourism management, facility operations, program planning and special projects. Assists Commissioner or Tourism Program Manager 3 in determining program priorities and effective facility and resource utilization. Plans organizational changes; develops and implements parks, recreation, tourism promotion, advertising programs; provides technical supervision to regional managers and park superintendents or tourism managers and planners both public and private, acts as a liaison with private concessionaires or vendors and division, department, local, state and federal agencies. Performs related work as required.

Distinguishing Characteristics

The Tourism Program Manager 2 classification directs and supervises the work of subordinate managers and support staff and reports to a Commissioner or Tourism Program Manager 3.

Examples of Work

- Recommends and assists in preparation of legislation and administrative procedures as necessary to maintain the state park system is consistent with current needs and fluctuating circumstances.
- Oversees all retail operations, purchasing transactions, secures equipment, supplies and services for statewide operations, develops and administers inventory control and records management program.
- Assists with revenue activities including budget matters within all sections of Parks and Recreation and Tourism.
- Researches new procedures and directs investigations for improvement and preservation based on predicted outcome.
- Plans, organizes, implements, monitors and controls activities of or through subordinate leaders.
- Testifies at legislative, judicial, or public hearings on behalf of the agency or as a subject matter expert.
- Recommends and assists in preparation of legislation and administration procedures and policies as necessary to carry out tourism promotion programs.
- Directs tourism promotion programs, evaluates promotion programs with specific goals and objectives to meet agency mandates and directives from superiors.

Knowledge, Skills and Abilities

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

TOURISM PROGRAM MANAGER 2 - CONT'D.**Knowledge, Skills and Abilities cont'd.**

reporting.

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

Minimum Qualifications

TRAINING Master's degree from an accredited college or university with a major related to the area of assignment.

SUBSTITUTION Graduation from an accredited four-year college or university with a degree related to the area of assignment and one year of full-time or equivalent part-time paid experience as described below may be substituted for the master's degree.

EXPERIENCE Five years of full-time or equivalent part-time paid experience in the area of assignment, three years of experience which must have been in a supervisory, administrative or professional capacity.

FOR PROMOTIONAL PURPOSES ONLY Additional qualifying experience as defined above may be substituted for the college training on the basis that two years of experience is equal to 30 semester hours of college.

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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