

TOURISM PROGRAM MANAGER 3**Nature of Work**

Performs highly complex administrative work as the Director of Parks and Recreation Section of the Division of Tourism and Parks. Directs the state parks system to include programming, design, construction, maintenance, operation and management. Directs the appropriation and administration of the state parks budget; responsible for public relations and legislative liaison on parks and recreation issues. Directs and supervises the work of subordinate managers, professional and clerical staff.

Performs highly complex administrative work as the Director of Tourism Section or Administrative Assistant to the Commissioner. Directs a major component of the division with multiple subordinate supervisory positions or direct advisory functions to the Commissioner. Directs program design, operation, administration and evaluation at the direction of the Commissioner. Special project creation and administration as directed by the Commissioner. Performs related work as required.

Distinguishing Characteristics

Performs highly complex administrative work as the Director of Parks and Recreation or Administrative Assistant to the Commissioner.

Examples of Work

Advises and makes recommendations to the Commissioner of Tourism and Parks regarding policies, rules, regulations and procedures for the operation of the Division.

Directs the operation of the state parks and recreation system. Directs preparation of budget requests covering staff and equipment requirements, allocates funds to organizational units, and approves expenditures.

Plans, organizes, implements, monitors, controls and evaluates activities of staff through subordinate managers, work accomplishment, and methodology.

Develops and implements a strategy to carry out informational programs to advertise, promote and publicize state tourism and parks industry.

Testifies at legislative, judicial, or public hearings on agency position or as a subject-matter expert. Represents agency as state representative on multi-state board, advisory groups, etc.

Directs the operation of the tourism promotion sections.

Directs agency operations as required by the Commissioner.

Directs special projects as directed by the Commissioner.

TOURISM PROGRAM MANAGER 3 CONT'D.**Knowledge, Skills and Abilities**

Knowledge of the principles and practices of the tourism industry and public park management.

Knowledge of the principles and practices of management including planning, budgeting, staffing, training, controlling and reporting.

Skill in oral and written communications and public speaking.

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

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

Revised: 3/3/94

Effective: 3/16/94