DIRECTOR, COMMUNITY RELATIONS

Nature of Work: Under administrative direction, directs and coordinates the work of the Community Relations Section of the Division of Tourism. This is a policy-making position which will assist in the formulation of state travel policy, particularly in the area of community relations. Reports directly to the Commissioner of Tourism; responsible for a major organizational unit to include convention and visitors bureau liaison, information centers, travelers assistance program and the pedestrian and cycling program. Performs related work as required.

Examples of Work
Directs the development of policies for the Division of Tourism that involve establishing partnerships with private sector entities statewide to support economic development initiatives within the tourism industry.
Communicates with citizens, local and state government officials, and representatives from industry to promote and publicize state tourism industry.
Develops and implements a strategy to carry out informational programs to advertise, promote and publicize state tourism industry.
Represents the Division of Tourism in various capacities, including participating in public hearings and serving on committees.
Directs and monitors budgetary functions of the unit.
May testify 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 administrative procedures and policies as necessary to carry out tourism promotion programs.

Knowledge, Skills and Abilities
Knowledge of the programs and trends in the tourism industry.
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 establish and maintaining 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 clean, concise form; and present factual material and ideas effectively.
Minimum Qualifications

Training: Master's degree from an accredited college or university in public administration, business administration, public information, or a related field.

Substitution: Graduation from an accredited four-year college or university with a degree in public administration, business administration, public information, or a related field 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 management or program development in the area of tourism, three years of experience which must have been in a supervisory, administrative or professional capacity.

Established:  9/19/96
Effective:   11/01/96