

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.

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DIRECTOR, COMMUNITY RELATIONS (CONT'D)

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