

Morgan County VACANCY ANNOUNCEMENT

POSITION: TOURISM MARKETING MANAGER

DEPARTMENT: TOURISM

Application Requirements:

Please submit FULLY COMPLETED application, letters of reference, or any transcripts of college coursework that is applicable. You may attach any information that may enhance your application. Direct all material and correspondence to:

Fort Morgan Work Force Center
426 Ensign St
Fort Morgan, CO 80701

SALARY: \$2,218.00 per month and up depending on qualifications.
Morgan County Government offers a complete benefit package: includes health, vision, life insurance and retirement plan.

VACANCY CLOSING DATE: Until Filled

APPROXIMATE STARTING DATE: ASAP

Please refer to job description for duties and qualification summary and other important information.

Morgan County is an Equal Opportunity Employer. We consider applicants for all positions without regard to race, color, religion, age, gender, gender identity, political affiliation, national origin, sexual orientation, disability, genetic information, veteran status, or any other legally protected status. Candidates whose disabilities make them unable to meet the requirements of the position will still be considered fully qualified if they can perform the Essential Functions of the job with reasonable accommodations.

MORGAN COUNTY POSITION DESCRIPTION

TITLE <u>Tourism Marketing Manager</u>	GRADE <u>5</u>
DEPARTMENT <u>Lodging & Tourism</u>	DIVISION <u>Professional & Admin</u>
EXEMPT/NON-EXEMPT <u>Non-Exempt</u>	REVISED <u>November 2017</u>

GENERAL STATEMENT OF DUTIES:

The Tourism/Marketing Director will be responsible for developing and executing the Tourism Marketing plan of Morgan County. This Manager will facilitate an active relationship with hotels and attractions in the Morgan County area. Work involves marketing Morgan County to promote tourism and Morgan County.

SUPERVISION RECEIVED:

Meets with the Morgan County Tourism Panel and reports directly to the Board of County Commissioners.

ESSENTIAL JOB FUNCTIONS:

The following duty statements are illustrative of the essential functions of the job and do not include other non-essential or marginal duties that may be required.

- ◆ Work with the Morgan County Tourism Panel, established by the Board of County Commissioners per Resolution 89BCC4, to develop strategies, programs, and policies to promote tourism.
- ◆ Develop and implement a tourism marketing plan for Morgan County working closely with hotels/motels, restaurants, business owners, and county attractions.
- ◆ Develop and maintain the tourism fund budget.
- ◆ Oversee creative message development.
- ◆ Organize various media information to make affordable and effective media buys to promote tourism in Morgan County.
- ◆ Oversee design/printing of marketing publications.
- ◆ Implement cooperative advertising programs integrating the tourism related segments that exist in Morgan County (merchants, food/lodging, the Arts, recreation, Scenic Byways, and agritourism).
- ◆ Promote attractions and community events to visitors.

- ◆ Contribute to and monitor the flow of new web content. Coordinate with the web maintenance provider to create reports on the effectiveness of the website.
- ◆ Provide educational materials for hotel/motel personnel on attractions/events in Morgan County.
- ◆ Gather data and prepare annual tourism situational analysis for the Tourism Panel and the Board of County Commissioners.
- ◆ Participate in radio talk shows, provide current and updated information to the press.
- ◆ Serve on local committees that enhance tourism.
- ◆ Attend meeting, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the tourism industry, and exchange information.
- ◆ Coordinate special events.
- ◆ Prepare and deliver presentations to both local regional civic and governmental organizations on Tourism.
- ◆ Prepare monthly reports on ad negotiations and placements. Keep updated advertising history files and archives of ad materials.
- ◆ Requires occasional travel.
- ◆ Morgan County residency preferred.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◆ Knowledge of the Tourism industry.
- ◆ Knowledge of Morgan County, CO and surrounding region.
- ◆ Must be a self starter with the ability to work with volunteers.
- ◆ Computer skills, and knowledge of graphics/multimedia programs.
- ◆ Experience in Marketing presentations.
- ◆ Able to design and produce publications.
- ◆ Examples of Evaluation Criteria
 - Implementation of Marketing Plan
 - Presence at Community Events
 - Hotel/Attractions Partnership is maintained
 - Marketing/Chamber/Event publications are coordinated and streamlined

TRAINING AND EXPERIENCE:

Education and experience in marketing or public relations work; or a combination of training and experience which provides the required skills, knowledge, and abilities.

QUALIFICATIONS:

Knowledge of Job: Understanding and experience with the policies and procedures, organization and functions of a Tourism Plan is important to performing this role. Existing knowledge of the geographic layout of Morgan County, including tourist attractions, tourism opportunities, and local events that are tourist attractions. Familiarization with the available resources in the county and the surrounding region would be beneficial. The ability to communicate effectively in oral and written form is mandatory. The successful applicant must be capable of exercising independent judgment, discretion, and initiative.

PHYSICAL DEMANDS:

The following are some of the physical demands commonly associated with this position.

- ◆ **VISION** - Individual must be able to read handwritten or printed material, and read from a computer monitor.
- ◆ **HEARING** - Individual must possess average hearing ability. The noise level in the work environment is usually moderate.
- ◆ **LIFTING** - Must be able to lift, carry, push or pull a minimum of 50 pounds.
- ◆ **MOBILITY** - Spends 40% of the time sitting, 40% standing, and 20% walking while operating in the office. Occasionally* stoops, kneels, balances, reaches, crawls, and crouches while performing manual office duties.
- ◆ **DEXTERITY** - Frequent* use of eye, hand, and finger coordination enabling the use of automated office machinery.
- ◆ **COMMUNICATION** - Individual must be able to clearly understand the English language and be understood while speaking the English language.
- ◆ **DRIVING** - Individual must be able to operate a motor vehicle.

*Occasionally: Activity exists less than 1/3 of the time.

*Frequently : Activity exists between 1/3 and 2/3 of the time.

*Constantly : Activity exists more than 2/3 of the time.

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Employee Signature:	Date:
Human Resources:	Date: