

ECONOMIC AND TOURISM DIRECTOR

Administration Department

POSITION SUMMARY

Under the direction of the City Administrator, Economic and Tourism Development is an exempt position under FLSA. This position is also required to report to the Marion Economic Development, Inc. for guidance regarding matters of Economic and Tourism Development; this position is responsible for assisting economic and tourism development of the City of Marion. This employee should possess excellent communication, organizational and public relation skills.

ESSENTIAL FUNCTIONS:

- Maintains ongoing contact and positive public relations with existing businesses and prospective businesses;
- Provides individual service to existing and prospective start-up businesses as requested by utilizing a prospect servicing program which consists of: 1) disseminating information; 2) coordinating tours and meetings with local officials; and 3) handling other requests from existing businesses or prospective businesses;
- Maintains up-to-date knowledge of state, federal and private foundation programs available for enhancements of economic development;
- Proactively promotes the City of Marion as a desirable site for business development and tourism; as a desirable place to visit and live;
- Assists the City Administrative Staff when requested;
- Maintains a knowledge of public and foundation funding available to cities and industries and completes grant applications as necessary;
- Provides prospect reports to the City Administrator on a monthly basis;
- Maintains confidentiality as required;
- Assists the City Administrator with the preparation of the economic and tourism development budget.
- Maintain booking schedule for events in the Community Center
- Work with local and regional governmental agencies for hosting retreat, seminar and training events.
- Assist in hosting events (as needed) which are held at the Community Center
- Maintain an active presence in local, regional and national publications by advertising features and benefits of the Marion Community.
- Utilize social media in marketing efforts.

MARGINAL FUNCTIONS:

- Speaks to community and professional groups;
- Travels occasionally in performance of job;
- Assists other departments as needed.

ECONOMIC AND TOURISM DEVELOPMENT POSITION REQUIREMENTS

Experience: Experience in economic development, tourism or convention and/or visitor's bureau is desired. A competency in Social Media Marketing is desired. The employee is expected to have acquired the necessary information and skills to perform the job reasonably well within six months to one year of employment.

Education: A college degree in business or public administration with an emphasis on marketing, public relations or a related field is desirable.

Technical Skills: A working knowledge of economic development tools and incentives, trends in tourism and special events is desirable. This employee must be able to operate computers and computer software. The ability to prepare agendas, reports and to understand and analyze financial information. The employee should possess excellent written and oral communications, public relations, marketing and organizational skills.

Problem Solving: Independent problem solving is an important aspect of this position. This employee encounters problems with citizens, prospective businesses, agencies and City Council concerns and budget constraints.

Decision Making: Independent decision making is an important aspect of this position. This employee makes decisions about recruiting businesses, encouraging visitation and tourism and performing daily duties in the most efficient manner.

Supervision: This employee works under the direction of the City Administrator. This employee does not supervise personnel.

Financial Accountability: This employee is responsible for city equipment and resources. This employee participates in the budgeting process as it relates to economic and tourism development.

Personal Relations: Daily contact with the general public, fellow employees, supervisory personnel, and the City Council is expected.

Working Conditions: No adverse working conditions exist within this position. Working in an office setting with a computer is the primary aspect of this position.

Physical Requirements: Physical activity associated with working in an office setting is required to perform the daily duties of this position.

The specific statements shown in each section of this description are not intended to be all inclusive. They represent typical elements and criteria considered necessary to successfully perform the job.
