



Division/Department	Tourism
Location	1811 Parmenter Street
Job Title	Tourism Director
Reports to	City Administrator

Level/Grade	Type of position:	Hours <u>40</u> / week
	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> LTE <input type="checkbox"/> Seasonal	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt

**GENERAL DESCRIPTION**

Manages the daily operations of the Middleton Tourism Commission Office; Plans, coordinates, marketing and advertising activities to enhance the City’s image as a destination for conventions, corporate meetings, business and leisure travel, tournaments, tours, and events.

**JOB FUNCTIONS**

- Suggests and amends system policies and procedures when necessary, with approval of the City Council.
- Develops, plans and implements Tourism Commission goals and objectives, recommends and administers policies and procedures.
- Coordinates the development and facilitates marketing strategies, including an annual marketing plan, to promote Middleton as a convention and visitor destination for the benefit of the City and the hotel industry.
- Develops plans and administers the annual operating budget for the Tourism Commission; directs the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures.
- Selects, trains, supervises and evaluates subordinates: assigns work activities, projects and programs; monitors work flow, ensures all programs are conducted in an efficient and timely manner.  
Serves as a liaison to local, state, and national meeting planners in coordinating conventions and events to be held in Middleton.
- Attends and participates in professional groups and committees, conferences, conventions, trade shows, and special events including those in other cities to gather information and facilitate similar Middleton activities, as necessary.
- Conducts overnight travel as necessary to meet with business prospects, participate in marketing events and meetings in and outside of Wisconsin, which may include evenings and weekends.
- Serves as liaison to the local and regional hospitality industry which promotes tourism in Middleton, such as hotels, restaurants, tour companies, retail centers and area attractions.
- Serves on other City appointments as assigned and as they may relate to Tourism & Visitor industry.
- Prepares and presents written and oral reports regarding the activities and services of the Middleton Tourism Commission.
- Coordinates and attends all meetings of the Middleton Tourism Commission.
- Guides production of all media for the Middleton Tourism Commission, including the Web site and written materials.
- Provides timely, accurate and thorough Performance Reviews for supervised employees.
- Responds to and resolves difficult and sensitive citizen/vendor inquiries and complaints.
- Stays abreast of new trends and innovations in the tourism and convention industry.

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### **JOB FUNCTIONS - CONTINUED**

- Oversees all aspects of the department's facility, grounds and equipment.
- Schedules and supervises contract services, maintenance personnel and takes appropriate action in emergencies.
- Purchases equipment and furnishings as needed.
- Provides leadership and direction for major development projects including construction and renovation of facilities, as well as short and long-term plans
- Establishes and maintains effective cooperative working relationships with the media, City of Middleton residents, staff, external organizations, business leaders, and elected and appointed public officials.
- Plans, publicizes, and coordinates special events and programs, and manages others to perform these activities.
- Organizes work schedule and completes multiple tasks in a timely manner.
- Assists in the development of Web site content.
- Performs other related job duties as required.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- General use of computers and internet, graphics, multi-media programs and other job related software packages.
- Proficient use of the English language, spelling, grammar, and punctuation.
- Highest level of professionalism, presence and polished demeanor.
- Strong writing and speaking skills.
- Proven leadership skills.
- Professional level understanding and working knowledge of marketing, advertising, and communications principles and practices, in the areas of radio, television, magazines, newspapers, video production, print production, and Web-based tools.
- Assesses situations and develops strategies to achieve desired results decision making and problem solving skills.
- Works independently in the absence of supervision.
- Ability to meet required deadlines.

### **EDUCATION AND TRAINING**

- Ability to operate a motor vehicle and possession of, or ability to obtain and maintain a Wisconsin Motor Vehicle Operator's License.
- Completion of a Bachelor's degree in marketing, communications, public relations, public administration, business administration, or related field or extensive (10+ years) experience in a related field.
- Five years directly related and progressively responsible work experience in the convention, visitors, hospitality, and or tourism industries.
- One year supervisory experience is required.