



## **SAN JUAN COUNTY JOB DESCRIPTION**

**POSITION TITLE:** Economic Development & Visitor Services Director

**DEPARTMENT:** Economic Development and Visitor Services

**SALARY:** \$62,071 to \$93,106. (County typically hires at entry salary depending on experience)

### **JOB SUMMARY:**

#### **Major Responsibilities:**

##### **Administration:**

1. Direct daily program operations, provide direct supervision to County employees and staff within the department, draft policy and procedures as warranted, utilize and supervise volunteers and special job programs as may be needed to meet responsibilities.
2. Maintain data bases for all local resources for targeted tourism, business, industry, and film company recruitment, updating information quarterly, or as needed.
3. Prepare the annual program budget and implement a control system that results in monthly, quarterly, and annual financial reports, with corresponding activity reports that include provisions for periodic department/program evaluation.
4. Plan and implement a public relations and education program for the purpose of communicating existing and proposed tourism and economic conditions and the actions being taken by the San Juan County Economic Development Department to establish a healthy tourism and economic environment in San Juan County. This may include writing press releases, special reports, promotional video scripts, brochures, and other documents; as well as

establishing a lecture schedule for local clubs, organization, chamber of commerce, city councils, Native American governmental organizations, etc.

5. Evaluate program progress with an annual activity report to be presented to community leaders.
6. Develop and maintain effective communication and coordination with Federal, State, Tribal and Local Governments in areas of tourism and economic development.
7. Work closely with local business to allow for development opportunities, including training, grant funding opportunities, and other needed areas.
8. Manage the County's Economic Development and Travel and Tourism Boards.

### **Planning and Research**

Prepare and review the San Juan County Area Economic Development and Marketing Plan and update it annually, incorporating research, program assessments and evaluations, and recommendations for plan modifications and additions, and coordinate plan approval process with the San Juan County Commission, the Cities of Monticello, Blanding, the Town of Bluff and Native American Indian leadership groups.

Develop and update on an annual basis a Strategic Economic Development Plan for the entire County and review and report on the status of any progress or failure with this strategic Plan.

Identify and utilize all local, State and Federal resources to meet the goals of the San Juan County Community and Economic Development Plan and Coordinate efforts with related Town, City, County, Tribal, Regional and State organizations in the process.

Review and analyze any government regulations or legislation that may impact local business and industry, then take the necessary steps to inform the public and develop an action plan for any corrective action needed and utilize existing laws to the benefit of San Juan County's tourism and business community.

Identify, prepare, process and monitor grant applications that may be deemed appropriate to the implementation of the San Juan County Community and Economic Development Plan.

### **Business/Industry Recruitment and Expansion**

Inventory and review existing businesses to determine their needs and potential for future expansion, making them aware of programs available for assistance, including State of Utah programs such as Enterprise Zones and others.

Work closely with the State and Association of Governments (AOG) to recruit any new developments, startups or relocation companies that meet the requirements of the San Juan County Community and Economic Development Plan.

Update the San Juan County Profile and publish an information brochure for recruitment of new business/industry, then mail to leads supplied through the AOG and State Economic Development offices.

Attend business/industry trade shows that could prove beneficial to local recruitment efforts.

Develop and maintain and update a San Juan County Web Page for business/industry expansion and recruitment.

Monitor and promote the expansion of travel and communication infrastructure.

### **Tourism Development**

The Economic Development Director shall be specifically responsible for working with the Assistant Marketing Manager who is managing the individual tourism businesses and other tourism providers in an advocacy role to develop and successfully implement tourism marketing strategies and promote tourism development within San Juan County. These responsibilities shall include the following tasks:

1. Implementing the specifics of the San Juan County Regional Tourism Plan.
2. Ensuring that the San Juan County Tourism Plan fully complies with the requirements of the State of Utah pertaining to the operation of tourist promotion agencies, visitor bureaus and the expenditure of Transient Room Tax funds.
3. Supervising and directing the work of staff, including developing an implementation program for who will be responsible, what tasks they are responsible for and when the tasks are to be completed with a schedule of activities and responsibilities assigned to individuals who must get the job done.
4. Researching the tourism industry, including government policies and regulations and industry trends.
5. Developing tourism promotion ideas based on the information from visitor and industry research and implementing a promotional campaign that includes a variety of advertising, public relations, and sales promotion activities.
6. Assembling market data that will assist tourism providers in identifying potential patrons and profitable target market segments based on tourist behavior and markets.
7. Prepares monthly reports on ad negotiations and placements, basic inquiry data and creative initiatives as well as activities of economic development. Keeps updated advertising history files and archives ad materials. Collects necessary and pertinent travel research and reports findings.
8. Identifying and soliciting available tourism promotion program funding from both private and public sources.

9. Monitoring, evaluating and modifying the tourism marketing plan.
10. Working with tourism providers, travel agencies, receptives, other tourist promotion agencies to package and sell complete tourism products.
11. Promoting a positive image of the tourism industry in San Juan County through a variety of media efforts.
12. Networking with individuals and various organizations to improve and enhance the viability of local tourism businesses through diversification, niche marketing and regional branding.
13. Working with various governmental and economic development agencies to develop and assemble a portfolio of financial resources including grants and loans to finance tourism development projects.
14. Representing the county's tourism industry before government institutions.
15. Representing the tourism industry on various economic development committees or task forces relevant to issues such as business retention and revitalization, attraction of new business, workforce preparation, competitiveness and quality of life.

### **Minimum Qualifications**

1. Education and Experience:

Graduation from an accredited four year college with a B.S. in public administration, planning, business administration, communication, economics, art, or relevant fields: AND

At least four-years' experience at a supervisory level in public administration, community development, or related tourism development;  
OR

Any equivalent combination of education, training, and experience

2. Necessary Knowledge, Skills and Abilities

A working knowledge of:

Operation of local, state and federal government programs, their relationship to tourism, economic development and filming industry, and their resource potential;

The history, geology, geography, and demographics of San Juan County and Southeastern Utah.

Proficiency of office equipment, including but not limited to computers, copy machines, calculators, cameras, VCRs, Digital Cameras; fax machines; etc.

Skills in:

Administration, communications, conflict resolution and public relations; Research and Planning; Grantsmanship and funding sources, including those in both private and public sources; Budget and financial planning and management; Promotion, marketing and advertising.

Ability to:

Deal successfully with the public and generate interest in community affairs; Bring people and ideas together, conceptualize the input, and facilitate a productive and profitable outcome; Be flexible in dealing with change impacting both short- and long-term activity; Be a team player in fulfilling program goals and objectives; Be an effective public speaker promoting the needs and issues of San Juan County; and Travel to attend meetings, seminars, and conferences.

**Physical Demands:**

Tasks require a variety of physical activities with periodical standing, walking, stooping, sitting, reaching. Mental application utilizes memory for details, verbal instructions and emotional stability and discriminating thinking. Must be able to lift and move a minimum of twenty-five (25) pounds.

**Working Conditions:**

Work will be done in a typical office setting located in the San Juan County Courthouse. Frequent travel throughout the United States and other countries, exposure to outside weather conditions.

This description lists the major duties and requirements of the job and is not all inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

We are an equal opportunity employer and encourage women, minorities, and the disabled to apply.