

Lauderdale County – Job Description

Tourism Commission – Director

Job Context

The Director of the Tourism Commission is a full-time, permanent position in the Tourism Commission. This position primarily reports to the Tourism Commission of Lauderdale County as dictated in the State of Mississippi House Bill #1417 (11/HR07/R1308). The person in this position is supervised on a less than weekly basis and supervises 2 full-time employees, one part-time employee and occasional interns. The Director of the Tourism Commission works regular hours, year-round and occasionally works overtime and occasionally works at night and on weekends. The person in this position never works shift work and is on call only in emergency or special event situations. 85% of the work for this position is indoors and 15% is outdoors and requires work done in all types of weather conditions. The Director of Tourism must have a valid driver's license.

There is no exposure to chemicals and/or hazardous materials. The Director of the Tourism Commission must also have a Bachelor's Degree in marketing, public relations or a related field or equivalent combination of education and experience related to this position. At least 5 years of experience in this or a related field is recommended. At least 3 years of supervisory or management experience is required. The stress level associated with this position is moderately high. Physical work involved with this position exists only in major emergencies or crisis situations.

Must have specific skills, knowledge and experience in marketing, economic development and communication. The position has accountability for monetary, budgetary, fiscal, safety and legal issues related to the work for which this position is responsible. Proficiency in Marketing, Public Relations and Communications is required.

Essential Duties and Responsibilities:

Departmental Management:

- Prioritize daily work flow
- Work as a team member with other employees
- Meet specified or required deadlines
- Make decisions within specified time restraints
- Maintain confidentiality
- Work autonomously when necessary
- Handle multiple tasks simultaneously with frequent interruptions
- Deal with others in a professional manner
- Maintain professional composure in heated situations
- Develop, implement, and follow departmental and County procedures
- Ensure all employees are representing Lauderdale County Tourism professionally at all times
- Ensure all operations of Lauderdale County Tourism are ethical and professional
- Ensure all work produced from the Lauderdale County Tourism Commission contains minimal errors

Business Plan/Marketing Plan:

- Directs and lead agencies, organizations and hotel sales and marketing toward its mission
- Works directly with/for Board of governing body on policy making and strategy for organization
- Responsible for identifying market opportunities and developing short- and long-term marketing program of work
- Responsible for organizing, coordinating and directing all operations, programs and personnel required for servicing hoteliers
- Markets and sells Meridian/Lauderdale County as a destination for leisure, meetings/convention visitors and sporting events destination
- Works to encourage visitation to multicultural events and attractions

Community and Government Relations:

- Demonstrates leadership in the community through involvement and participation
- Constantly strives to develop a better public understanding of the purposes and functions of Meridian/Lauderdale County Tourism
- Communicate effectively with residents, elected officials, other County employees, etc, both oral and written

Leadership:

- Provides leadership, planning, and implementing strong business advocacy on those issues affecting the hospitality community
- Establishes relationships with all interested parties
- Works with federal, state, county and city elected officials to communicate and lobby for the tourism needs in Lauderdale County
- Acts as President of the Lauderdale County Tourism Foundation

Visitor Service:

- Main point of contact for identifying and implementing departmental support for attractions, hoteliers and other tourism partners
- Meetings/Conventions point of contact for events with 100+ rooms on peak night, extensive coordination needs or high-profile implications