

**COUNTY COMMISSIONERS
LEVY COUNTY, FLORIDA**



GOVERNMENT
SERVING
CITIZENS

John Meeks
District 1

Rock Meeks
District 2

Mike Joyner
District 3

Lilly Rooks
District 4

Matt Brooks
District 5

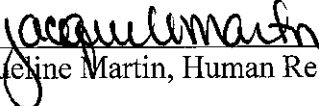
11/29/2017

POSITION VACANCY: **DIRECTOR**
TOURIST DEVELOPMENT DEPARTMENT

SALARY: \$35,000-\$52,000
Full Time Position
JOB DESCRIPTION: Attached
APPLICATION CLOSING DATE: 12/18/2017 5:00 p.m.

Any persons that feel they are qualified for this position may apply by completing a Levy County Commission job application and submitting it to Jacqueline Martin, Human Resource Manager at the County Commissioners Office.

ONLY APPLICANTS MEETING MINIMUM QUALIFICATIONS WILL BE SELECTED FOR INTERVIEWS.

By: 
Jacqueline Martin, Human Resource Manager

Dates Posted: 11/29/2017 - 12/18/2017

**AN AFFIRMATIVE ACTION – DRUG FREE – EQUAL OPPORTUNITY EMPLOYER
WE HONOR VETERANS' PREFERENCE**

P.O. Box 310 Bronson Florida 32621
Telephone (352) 486-5218 Fax (352) 486-5167
e-mail: levybocc@levycounty.org Website: Levycounty.org

LEVY COUNTY BOARD OF COUNTY COMMISSION



JOB DESCRIPTION

POSITION:	DIRECTOR
POSITION #:	1271
AREA(S):	TOURIST DEVELOPMENT

DISTINGUISHING CHARACTERISTICS OF WORK:

The Tourist Development Director will be responsible for the administration, operations and marketing functions of the Levy County Board of County Commissioners, Levy County Tourist Development Council (TDC) and Levy County Visitors Bureau and act as a spokesperson while working with committees, organizations and individuals whose work and purposes affect the tourism in Levy County. Ninety percent of this position is related to strong marketing skills to generate visitation and increase overnight stays in Levy County.

EXAMPLES OF WORK PERFORMED:

- Create and execute marketing plans to generate visitation and increase overnight stays in Levy County's hospitality industry.
- Records, maintains and administers TDC and Board of County Commissioners policies and programs
- Actively serves and participates on state and regional committees to promote Levy County, regionally, statewide and internationally
- Attend travel and tourism trade shows, both domestic and international, to promote Levy County, region and state.
- Monitors compliance of TDC and Board of County Commission with all applicable laws or ordinances
- Prepare and insure the integrity of annual strategic marketing plan and operating budget for Department adopted and approved by the Board
- Implement, monitor and recommend changes to the strategic marketing plan and operating budget for the Department adopted and approved by the Board
- Negotiate, coordinate, administrate and monitor all contracts for Department
- Maintains relations with the Department of Revenue for the collection of the Tourist Development Tax
- In coordination with the County, work with various tourism entities throughout Florida and elsewhere to develop, enhance and grow the tourism product in the County. As part of this effort, the Director will provide a schedule for managing these various aspects of those duties.
- Make recommendations to the Board for identifying strategies to effectively market the County.
- Provide direction, guidance and coordination to the Board and the TDC
- Serve at the pleasure of the Board and give timely progress briefings on the process to the TDC and the Board.

POSITION:	DIRECTOR
POSITION #:	1271
AREA(S):	TOURIST DEVELOPMENT

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of marketing and advertising for developing tourist development marketing plans.
- Knowledge and experience in managing a large marketing budget.
- Knowledge of arithmetic and business English sufficient to prepare necessary reports, bids, letters, permits and related paper work. Ability to prepare the required financial reports, budgets and status reports. Ability to prepare State Grant applications. Ability to operate the department efficiently and economically.
- Ability to establish and maintain effective working relationships with the general public, co-workers, military personnel, elected and appointed officials and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability, political affiliation or sexual orientation.

QUALIFICATIONS:

- Bachelor's or Master's degree in Marketing Advertising or related field; or High School Diploma, AS or AA with 2 to 3 years' experience in tourist development or 2 years in marketing or public relations
- Must possess and maintain a valid Florida driver license

PHYSICAL REQUIREMENTS:

- Ability to sit for extended periods of time.
- Ability to see and hear (with or without corrective devices).
- Ability to adjust focus associated with extensive use of a computer monitor.
- Ability to extensively use a computer keyboard.
- Ability to reach, stand, walk, stoop and bend.
- Ability to lift and/or move up to 20 pounds.
- While performing the duties of this job, the employee will regularly be required to sit, stand, walk, use hands and fingers, reach with hands and arms, climb or balance, stoop, kneel, crouch, talk or hear, and lift and/or move up to 20 pounds.

EVALUATION

Performance of this job will be evaluated in accordance with provision of the Board's policy on evaluation of personnel.

Reasonable accommodation will be made for otherwise qualified individuals with a disability.

POSITION:	DIRECTOR
POSITION #:	1271
AREA(S):	TOURIST DEVELOPMENT

GENERAL INFORMATION:

FLSA Status	Exempt
Worker's Comp Class Code	8810
EEOC Job Category	Officials and Administrators
EEOC Job Function	Community Development
EEOP Job Category	Officials/Administrators
Safety Sensitive	NO
Safety Category (if applicable)	
Paygrade:	BOCC approved