Job Description

Job Title:	Convention & Visitors Bureau Director	Classification:	Unclassified
Department:	Convention and Visitors Bureau	Grade:	350
Occupational Group:	Leadership	FLSA:	Exempt
Status:	Full-Time	Supervisory:	Yes

Primary Purpose

Under general direction; responsible for the management and operating functions of the Department of Convention & Visitors Bureau (CVB) for the promotion and marketing of the City of Joplin as a tourism destination.

Essential Leadership Job Functions

As a member of the City's Management Team, Department Directors provide critical leadership for the organization. Beyond the technical and administrative functions of the Department's operations, these additional essential functions are required for members of the City's Management Team to be successful.

- Ensures compliance for relevant rules, regulations, ordinances, and directives that may be established by the City Manager, City Council, State of Missouri, and Federal Government.
- Collaborates with members of the City's Management Team to promote a cohesive and positive working environment.
- Researches, develops, and recommends solutions to organizational-related issues and concerns; establishes and documents processes that support the continuous improvement of City operations and services.
- Partners with internal leaders and subject matter experts to reconcile variations and conflicts in processes, policies, and practices to work towards simplification, standardization of service delivery, and improved customer service.
- Coordinates, facilitates, and provides high-level project management for strategic planning and change efforts to ensure wide-spread stakeholder understanding, momentum, buy-in, and commitment to address multi-faceted problems and implement sustainable solutions.
- Coaches and develops direct reports by providing regular feedback regarding employee performance. Provides timely and constructive feedback through the formal evaluation process for direct reports and ensures application of the same by Department supervisors and managers.
- Addresses employee performance concerns in compliance with established policies and procedures. Participates in the disciplinary process by ensuring due process is provided in accordance with the City's policies and procedures, conducts fact-finding hearings when appropriate, recommends the appropriate discipline in consultation with Human Resources, and presents a recommendation for disciplinary action to the City Manager prior to issuing the approved disciplinary action.
- Receives critical input from appropriate supervisors and managers before making final hiring or promotional decisions. Ensures departmental hiring and promotional processes are conducted in coordination with and approved by Human Resources. Verifies budgetary approval before proceeding with recruitment or promotional processes and implementing the final hiring decision.
- Develops the Department's annual budget requests, with input from appropriate staff, to provide necessary programs and services for the community as approved by the City Manager's office. Reviews and approves expenditures for non-personnel costs, to ensure spending is minimized and services are maximized throughout the fiscal year. Ensures departmental purchases comply with the

City's purchasing policies and procedures and are authorized in the budget.

Departmental Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Supervises CVB Department personnel, services, programs, and activities including the appointment, promotion, evaluation, and discipline of departmental staff.
2. Organizes, coordinates, and implements day-to-day activities and programs of the CVB, in the promotion of Joplin and its tourism industry.
3. Develops and implements programs to promote the Joplin region as a tourism destination.
4. Represents CVB in support of local festivals, events, attractions, facilities, and community organization events. Represents CVB with regional tourism stakeholders, Chamber leaders and elected officials.
5. Develops, coordinates, and implements financial strategies and programs that maintain the fiscal integrity of CVB.
6. Reviews expenditures; advises the Advisory Board and City on financial matters.
7. Develops individual and team accountability goals for staff.
8. Serves on appropriate community committees and boards promoting the mission of CVB. Serves as Team leader of the VisitJoplinMO experience.
9. Manages external communications developed and disseminated by the CVB to obtain maximum publicity of programs and accomplishments.
10. Manages a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

Other Duties

- Leads and participates effectively at departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: General office management principles and practices, including records maintenance, budgeting, and computer systems applications; City Charter, City Code, ordinances, policies and procedures; tourism and event facilities, including hotels, motels, and restaurants available in the City of Joplin and region; tourism and event marketing strategies and techniques, including material development and distribution; office management principles and practices, including employee training and supervision; project management techniques and procedures; Microsoft Office Suite.

Skill in: Maintaining detailed records and preparing, delivering, and presenting reports in an effective manner; establishing and maintaining effective working relationships with hospitality industry owners/managers, City staff, elected officials, and the public; planning, organizing, and implementing an effective marketing/promotional strategy to increase tourism activity in the City of Joplin; planning, coordinating, assigning, and reviewing/evaluating the work of subordinate staff; developing effective marketing/advertising materials for use in promoting tourism and visitor activity; creating

informational/marketing presentations targeting a variety of visitor/tourist populations; negotiation skills; Microsoft Office Suite.

Education: Graduation from an accredited college or university with a Bachelor's degree in Business Administration, Marketing, Hotel/Restaurant Management, or related discipline. Master's degree in a related discipline is preferred.

Experience: Five years full-time experience within a hospitality industry setting which includes supervisory and/or managerial experience.

Licenses and Certifications: Possess and maintain a valid state issued driver's license. Travel industry certifications such as CDME and CTIS are preferred.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 20 pounds.

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin. Must establish and maintain residency within 12 air miles of Joplin's City Hall. This position requires travel, including overnight travel.

Revision Date: 11/01/2021	Type of Change: Update position
Revision details: City-wide job description revision and updates.	