

JOB DESCRIPTION

CLASSIFICATION: TOURISM, EVENTS, CONVENTION SERVICES AND MARKETING DIRECTOR

RANGE: 40-50

REPORTS TO: MAYOR, CITY ADMINISTRATOR

JOB SUMMARY:

Under authority of the Mayor, the Director serves as the Director of Tourism, Events, Convention Services and Marketing for the City of Socorro. The duties include, but are not limited to: recruitment of tourism/convention groups and events; disbursement of area-related information, amenities and attractions; planning, operation, improvement and maintenance of the City's Tourism/Convention Departmental building(s) and grounds. This position will develop and maintain exceptional relationships with tourism/event/convention-related organizations, independent groups seeking convention services, and multiple Chambers of Commerce throughout the Southwestern United States, public organizations and Socorro citizens.

1. The planning functions associated with this position include, but are not limited to, the following:
 - a. Planning, preparing and submitting to Budget Committee (with the assistance of the City's Finance Director) the City of Socorro Tourism Department budget.
 - b. Planning, writing and presenting proposals for grants from governmental and nongovernmental sources.
 - c. Educating, improving and maintaining all Departmental procedures, systems, services and programs.
2. The responsibilities for maintaining operation of this Department include:
 - a. Compiling and presenting periodic reports which pertain to tourism-related events as well as financial data associated with Tourism/Event/Convention/Marketing activities.
 - b. Maintaining budgetary compliance for all departmental expenditures and fiscal responsibilities associated with the appropriate State and City Departments.
 - c. Working with the Lodger's Tax Board in ensuring compliance with City's Lodger's Tax Ordinance.
 - d. Works in conjunction with the City's Finance Director (staff) in ensuring compliance with City/State procurement regulations.
 - e. Supervises Departmental staff and volunteers and is responsible for compliance and enforcement of all City/departmental policies and procedures described in the City's Personnel Manual.
3. Public relations responsibilities include:
 - a. Developing and maintaining a close working relationship with multiple Tourism/Convention-related organizations and Chambers of Commerce throughout the Southwestern United States as well as various volunteer groups.

- b. Working with State-wide organizations which relate to tourism, conventions and Keep N.M. Beautiful activities.
- c. Reporting departmental activities to the Socorro City Council at City Council meetings.

BELOW IS A PARTIAL SUMMARY OF DUTIES AND RESPONSIBILITIES OF THE TOURISM, EVENTS, CONVENTION SERVICES AND MARKETING DIRECTOR:

1. Coordinates the overall tourism, events, convention and marketing efforts for Socorro area.
 - a. Researching groups for recruitment, cold calling, placement of area-related information throughout destinations across New Mexico.
 - b. Attends tourist related conventions for the purposes of recruitment and disbursement of area-related information.
 - c. Provide tours of the Socorro area to potential convention/event groups.
2. Work in cooperation with the City of Socorro Rodeo and Sports Complex Director to recruit and manage events utilizing City of Socorro facilities and attractions.
3. May coordinates production of yearly Visitor Guide to Socorro
4. May coordinate ad placements and copy for Lodger's Tax expenditures.
 - a. May prepare messages regarding departmental activities to be broadcast via television, radio, internet, social media, City messaging system, etc.
5. Keeps and coordinates the yearly calendar of Socorro events.
6. Interfaces with multiple Chambers of Commerce throughout the Southwestern United States through the Lodger's Tax Advisory Board.
7. Networks with other organizations with respect to their tourism, events, convention and marketing endeavors.
8. Cooperates to secure grant funding for tourism, events, conventions and marketing for the Socorro area.
9. Develops working relationship with New Mexico Tech.
10. May produce yearly Downtown Guide & Business Directory.
11. Serves as the City's Keep New Mexico Beautiful Coordinator.
12. Serves as the City's liaison to the tourism industry in Socorro, i.e., meets with local hotel and restaurant owners on a quarterly basis.
13. Supplies local lodging, dining and other tourist establishments with area information on a regular basis.
14. Supplies Socorro area-related materials to tourist traveled areas throughout New Mexico (motels, hotels, restaurants, rest areas, etc.)
15. May prepare and maintain City's web-site, particularly regarding tourism, events, and convention activities.
16. Is responsible for analyzing and reporting the economic impact of tourism-related, convention -related, and marketing-related activities in the City of Socorro and surrounding area.

QUALIFICATIONS:

Competent in the utilization of the Micro Soft Office Suite of Applications. Graphic design experience and skills strongly desired. Must be comfortable talking to people in one-on-one and group settings. Is forward thinking, a team player, promotes teamwork, and has a pleasant and professional personality. Has ability to coordinate multiple projects simultaneously, organize work time well, attention to details and professional in all forms of communication. Can supervise employees, work well with all City departments and multi-task.

Must have a valid New Mexico driver's license.

Associates degree in Hospitality/Marketing/Tourism-related field and three (3) years experience in Hospitality/Marketing/Tourism-related field. Bachelor's degree or higher in Hospitality/Marketing/Tourism-related field strongly preferred.

Date Approved:

4-5-2021

Mayor:

Attest:

