



"Inspiring a Vibrant Community"

Job Description  
Job Code: 170  
Range: 29

## **TOURISM AND ECONOMIC DEVELOPMENT DIRECTOR**

**DESCRIPTION:** Under general supervision of the City Manager, evaluates, plans, develops, performs and manages professional and community projects that support and enhance the economic vitality of the City's tourism and economic development activities. This would encompass, but not be limited to, analyzing trends and market conditions, implementing tourism-generating strategies, business retention and expansion, strategic planning, marketing/business attraction, economic development finance, small business and entrepreneurship development, community/neighborhood development and redevelopment, real estate development and reuse, developing strong working relationships within the community, representing the City at local, regional and national meetings and other related duties as assigned.

**CLASSIFICATION:** This is an exempt, full-time, classified position with full benefits.

**ESSENTIAL FUNCTIONS:** Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is **not** a comprehensive listing of all functions and tasks performed by persons in this classification.

**TASKS:** Develops and implements a tourism and economic development program to promote and grow tourism, encourage retention of existing businesses and the recruitment of high quality private sector projects to achieve capital investment, job creation, and an expanded tax base. Implements targeted programs that integrate multiple platforms to influence and build relationships with prospective travelers, business professionals, event planners, and the media. Develops and implements programs to revitalize business corridors and retail recruitment incorporating strategic initiatives and concepts identified by City Council's approved goals and objectives. Proactively encourages business growth opportunities within Cottonwood.

Proactively identifies, researches and prepares recommendations on tourism and economic development issues and opportunities. Creates concepts and initial ideas for advertising campaigns, marketing strategies, videos, social media and digital marketing campaigns. Responsible for developing and maintaining the Tourism and Economic Development webpages. Responsible for maintaining and sustaining City brand development

Collaborates with and supports tourism, economic development, and marketing staff in promoting the City to prospective companies considering relocating or expanding business within Cottonwood. Promotes the City as a destination for tourism, events, programs, and business opportunities.

Serves as a liaison between the City and the private sector. Acts as City representative in business activities by leading advisory boards at local/regional/state/national levels, responding to media, citizen, and business inquiries. Works closely and establishes working relationships with the Arizona Office of Tourism, Cottonwood Chamber of Commerce, Old Town Association, and other strategic alliance partners to promote Cottonwood and its businesses and events.

Communicates and coordinates regularly with appropriate departments to maximize the effectiveness and efficiency of interdepartmental operations and activities; ensures potential visitors and businesses have access to accurate information and efficient processes and procedures through its interdepartmental operations, activities and communications.

## Tourism and Economic Development Director– (Continued)

Evaluates and prepares economic, statistical, and financial reporting and analysis. Researches and prepares applications for grants and other funding to support tourism and economic development programs and activities from federal, state and local agencies.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of the principles, practices and methods of tourism, economic development, and community development techniques for the attraction, marketing and retention of business.
- Knowledge of applicable federal, state, and local laws, codes, statutes ordinances, rules, regulations, policies, and programs related to economic development.
- Knowledge of real estate development and redevelopment, economics, sociology, and public finance as applied to community planning and economic development.
- Knowledge of operations, functions and activities of municipal government
- Knowledge of principles and practices of grant research and preparation.
- Skill in contract negotiation.
- Skill in performing research, make independent investigations, evaluate statistical data, and to present facts and conclusions clearly in written, oral, and graphic form.
- Skill in the developing and maintaining cooperative relationships with other employees, the business community, City officials, outside agencies, and the public.
- Skill in providing high quality customer service to both internal and external stakeholders.
- Ability to develop and maintain considerable reliability, credibility, integrity, initiative and tact to effectively represent the City.
- Ability to demonstrate a high degree of personal and professional ethics.
- Ability to listen and communicate effectively with internal and external customers.
- Ability to proactively plan, coordinate, and implement a strategic tourism and economic development program that encompasses the vision of the City.
- Ability to utilize computers and computer software applications including word processing, spreadsheets, e-mail, databases, internet, and social media.
- Ability to make sound decisions and shift strategies based on management, stakeholders, market trends, seasons, and other community based variables.

**PHYSICAL REQUIREMENTS:** This classification involves work of a sedentary nature for most of the workday in an office environment. Must be able to sufficiently see, hear, and speak clearly to effectively and safely perform the required duties, operate a City vehicle, and utilize office equipment. May be an occasional need to move objects weighing less than 50 pounds.

**MINIMUM REQUIREMENTS:** The equivalent of a bachelor's degree from an accredited college or university with a major in economic development, travel and tourism, marketing, sales, communication, business administration or a closely related field; (3) years professional level tourism and/or economic development or closely related experience; or any combination of education, experience and training that sufficiently provides the knowledge, skills, and abilities necessary to successfully perform the position's work. Must possess, or have the ability to obtain upon employment, a valid Arizona driver's license. The possession of a CEcD Certification is desired.

Prepared by: Amanda Wilber 2/5/2020

Reviewed by: Ron Corbin 2/5/2020

Employee's Signature: \_\_\_\_\_ Date: \_\_\_\_\_