



CITY OF BIG BEAR LAKE *California*

DIRECTOR OF TOURISM MANAGEMENT

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

DEFINITION:

Under administrative direction, plans, organizes, and directs the operations of the Tourism Management Department. Provides highly responsible and complex support to the City Manager; serves as a member of the City's management team and performs related duties as required.

DISTINGUISHING CHARACTERISTICS:

The **Director of Tourism Management**, is a management level position responsible for a wide variety of professional duties that develop strategies, programs, and policies to promote responsible tourism, effectively manage tourism impacts, and stimulate economic development through tourism.

SUPERVISION RECEIVED/EXERCISED:

Direction is received from the City Manager. Incumbent exercises direct supervision over lower level professional, technical and administrative staff.

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

- Evaluates, develops and standardizes procedures and methods to improve the efficiency and effectiveness of the current City tourism related programs, projects and activities; as needed, develops new strategies, programs, and policies that promote responsible tourism, effectively manage tourism impacts, and stimulate economic development through tourism.
- Oversees the City's Transient Occupancy Tax (TOT) and Tourism Business Improvement District (TBID) registration, permitting and remittance process. Works with assigned staff to identify remittance delinquencies and make recommendations for collections and liens to be made and carried out in accordance with City procedures.
- Serves as the staff liaison to Visit Big Bear, the TBID Board, and the Big Bear Chamber of Commerce, and attends all related meetings; collaborates with these organizations in an effort to collectively focus on how to responsibly increase and manage tourism in the City of Big Bear Lake.
- Serves as the staff liaison to event organizers, and coordinates assistance provided by City staff and other governmental partners.
- Oversees the City's Transient Private Home Rental (TPHR) program, including registration, inspection, permitting, annual renewals, and any related TPHR code compliance issues.
- Plans, organizes and manages the citywide code compliance functions. Coordinates activities with and serves as liaison between local Sheriff's Department, Code Compliance staff, TPHR Agencies/Owners and residents.



- Oversees the parking citation program and vehicle removal process associated with snow removal.
- Coordinates and promotes efforts to mitigate community impacts resulting from the City's tourism economy, including excessive litter, noise, overcrowding of public spaces, traffic and parking congestion, and enforces City codes pertaining to any public nuisances created by the City's tourism economy.
- Develops and manages programs designed to promote public trust in the City and to enhance customer service. Provides assistance to customers by explaining City processes and procedures. Educates the public and facilitates the resolution of customer complaints by providing information, assistance, guidance and referrals.
- Composes, prepares and analyses staff reports and presentation materials; makes verbal and written presentations to community organizations, City staff, City Council, Planning Commission; and attends City Council and/or Planning Commission meetings, as needed.
- Participates in the development of the Tourism Management Department's budget and work plan; assigns work activities, projects and programs; monitors work flow; reviews and evaluates work product, method and procedures, ensuring the department's goals and objectives are met.
- Assists with the selection, orientation, motivation and evaluation programs for the Tourism Management personnel; provides or coordinates staff training; plans and supervises the staffs' work assignments; identifies and resolves staff deficiencies.
- Establishes positive working relationships with representatives of community tourism focused organizations/stakeholders, state/local agencies and associations, City management, fellow staff, tourism business owners and staff, and the public.
- Responds to the more challenging questions and concerns from the general public, event organizers, business owners, contractors, vendors, and outside agencies; provides information as appropriate and resolves public service or operational complaints; establishes and maintains a positive customer service orientation within the department.
- Performs other related duties as required and necessary for the successful performance of this position.

PHYSICAL, MENTAL, AND ENVIRONMENTAL WORKING CONDITIONS:

Position requires prolonged or intermittent sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily office activities. The position also requires grasping, repetitive hand movement, and fine coordination in preparing reports and using a computer keyboard in the performance of daily duties. Additionally, the position requires near and far vision in reading correspondence and using the computer, and acute hearing is required when providing phone and personal service. The ability to lift, drag, and push files, paper, and documents weighing up to 25 pounds also is required. The employee will be required to travel to different sites and locations; when working outdoors the incumbent may encounter extreme weather conditions, including wet, hot, cold, wind, snow, ice, and heavy vehicle traffic. The noise level in the work environment is usually quiet to moderate when indoors and moderate to loud when outdoors.



Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification.)*

Education and/or Experience:

Any combination of education and experience that has provided the knowledge, skills, and abilities to successfully perform the essential duties of a **Director of Tourism Management**. A typical way of obtaining the required qualifications is to possess six (6) years of increasingly responsible professional experience involving tourism and/or economic development, event coordination, and enforcement of administrative rules and regulations; four (4) years supervisory experience; and a bachelor's degree from an accredited college or university, with major course work in public administration, business administration, public relations, tourism/hospitality or a closely related field. Municipal government administrative experience is highly desirable.

License/Certificate:

Possession of, or ability to obtain, a valid Class C California driver's license.

KNOWLEDGE/ABILITIES/SKILLS: *(The following are a representative sample of the KAS's necessary to perform essential duties of the position.)*

Knowledge of:

Principles, practices and procedures related to tourism and code compliance management; principles of contract administration, negotiation and service evaluation; practices and procedures for revenue collection; organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs; principles and practices of personnel administration, supervision, evaluation and training; principles of departmental budget preparation and control; standard office practices, methods, and equipment usage, including a computer, and applicable software; methods and techniques for record keeping, report preparation and technical writing; occupational hazards and standard safety practices.

Ability to:

Effectively administer assigned programs and perform both complex and routine assignments with accuracy; understand, interpret and explain laws, regulations, policies, practices and procedures; analyze information, draw valid conclusions, identify inconsistencies and errors and recommend appropriate solutions; establish and maintain cooperative working relationships with management, staff, other governmental agencies, local organizations, community stakeholders, and the public; effectively manage, provide leadership, coordinate, train and evaluate the work of professional, technical and clerical personnel; communicate effectively, both orally and in writing; prepare verbal presentation and written reports, conduct effective meetings; work independently and as part of a team; promote a strong customer service ideal focused first and foremost on meeting customer needs; deal constructively with conflict and develop effective resolutions; exercise sound judgement within established guidelines; work well under pressure, be well organized, be proactive, be flexible and cooperative' discreet and able to maintain confidentiality on appropriate issues.

Skill to:

Operate standard office equipment, including a computer and variety of word processing and software applications. Operate a motor vehicle safely.