

CITY OF GLENDALE

TITLE:	Convention & Visitors Bureau Manager	CLASS CODE:	453
REPORTS TO:	Deputy Communications Director	GRADE:	28
DEPARTMENT:	Marketing/Communications	FLSA:	E
JOB SPECIFICATION DATE: October 21, 2010 ajw			

JOB SUMMARY

Manages, plans and implements Glendale's tourism programs that promote the city as a destination for visitors, and manages and coordinates the City's Convention & Visitors Bureau (CVB) programs and services to CVB members.

ESSENTIAL FUNCTIONS

1. Manages convention and visitor services including but not limited to: writing and submitting formal bids to compete for conventions, administering and tracking databases and reports, fulfilling visitor information requests, developing familiarization tours for meeting planners and travel writers, managing mobile information centers and related marketing, advertising and public relations.
2. Manages the Glendale Visitor Center and gift shop, supervises the work of office staff and volunteers.
3. Manages and operates the Glendale Convention & Visitors Bureau, including the development and implementation of the annual CVB business plan and budget, membership and convention sales, member programs and member benefits fulfillment; manages and monitors division and project budgets and gives monthly reports.
4. Works directly with public and private sector officials and executives in the West Valley's tourism and hospitality industry to solicit memberships and develop partnerships that are beneficial to the mission of the Glendale CVB.
5. Serves as the Marketing/Communications Department liaison coordinating and promoting tourism driven special events with downtown merchant groups, Glendale Chamber of Commerce, Sahuaro Ranch Foundation, The Bead Museum, and other organizations partnering with the city to promote attractions and acts as representative for the city.
6. Serves as project manager for national, regional and local tourism campaigns and performs public relations and publicity functions for the tourism program and valley-wide special events.
7. Develops and implements advertising and marketing strategies and budget for attracting tourists to Glendale.
8. Prepares presentations and speaks to outside groups interested in learning more about the Glendale CVB.
9. Develops advertising and promotional relationships with agencies in the tourism and hospitality industry; negotiates advertising contracts and promotional packages for the city.
10. Coordinates visitor services staff and volunteers at conferences and trade shows.
11. Manages tourism Web sites and writes monthly publications and e-newsletters for downtown merchants, CVB members, visitors, opt-in subscribers, tourism partners and volunteer staff.
12. Identifies prospective markets, follows up on initial contact and maintains communication.
13. Analyzes market surveys and research designed to evaluate the effectiveness of the city's tourism programs.
14. Contracts with outside organizations to conduct market research.

SECONDARY FUNCTIONS

15. Performs other related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Hospitality industry policies and procedures and contacts and publications
- Marketing
- Advertising
- Copy writing and video script writing
- Media buying and media placement
- Principles and practices of journalism and publicity

Skill in:

The use of computers, spreadsheets and desktop publishing software

Ability to:

- Speak effectively to a variety of audiences
- Develop business and marketing plans
- Design market research questionnaires
- Prepare and monitor a division budget
- Develop advertising copy and video scripts
- Negotiate cost-effective media purchases
- Organize, analyze and interpret data and to establish data collection procedures
- Research, prepare and present comprehensive written and oral reports
- Communicate effectively both orally and in writing
- Establish and maintain effective working relationships with City staff, other agencies and the public
- Complete projects within established schedule

WORKING CONDITIONS

Work involves travel statewide and nationally, setting up displays and attending trade shows.

MINIMUM QUALIFICATIONS

Bachelor's Degree in Advertising, Public Relations, Journalism, Marketing or Public Administration and three years experience coordinating tourism programs.

Any equivalent combination of training and experience that provides the required knowledge, skills, and abilities, is qualifying.

SPECIAL REQUIREMENTS

Valid Arizona driver's license upon hire
May be required to work weekends and evenings