

**VILLAGE OF HOFFMAN ESTATES
JOB DESCRIPTION
DIRECTOR OF TOURISM**

EFFECTIVE DATE: March 1, 2010

DEPARTMENT: General Government	WORK LOCATION: Village Hall		FLSA STATUS: Exempt
CLASS CODE: 8130	RANGE: 21	PENSION: IMRF	UNION: Non Union
REPORTS TO: Village Manager	LEVEL OF SUPERVISION RECEIVED: General Direction		LICENSE/CERTIFICATES: Valid Illinois Driver's License

SUMMARY:

Under the general supervision of the Village Manager, responsible for planning, developing and implementing programs to promote the Village of Hoffman Estates, the Sears Centre, regional tourism and specialty programs. Builds relationships with the business community and hospitality industry. Facilitates tourism infrastructure development.

Responds to and interacts with residents, employees, and/or others within and outside the organization in a courteous, professional, and effective manner.

JOB NO.	ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES	FREQUENCY
1.	Plans, formulates and recommends policies and programs in cooperation with the Village, Park District, Chamber of Commerce, Northwest Suburban Sports Council and the Village's hospitality industry to meet overall tourism objectives.	Weekly 30%
2.	Updates and maintains the Village's tourism webpage by obtaining metrics information regarding the hospitality industry. Routinely provide status reports from internet evaluation tool. (i.e. occupancy rules, food & beverage tax and	Weekly 20%

	other revenue sources)	
3.	Facilitates the partnering of appropriate entities (i.e. Sears Centre with the Chamber of Commerce, local hotel association, Northwest Suburban Sports Council and area business groups) in order to add value to the goals and objectives of the Sears Centre operation.	Weekly 20%
4.	Through the collaborative efforts of adjacent communities, establishes and maintains a Regional Tourism Group resulting in the enhancement of the Northwest Suburban Sports Council and the ability to obtain tourism grants.	Monthly 20%
5.	Facilitates and coordinates specialized community programs, such as Tartan Day, Fitness For America and restaurant discount program, which enhance business revenue and a positive community experience.	Monthly 10%
6.	Designs, develops and implements long and short range marketing plans to promote the Village in conjunction with Village Board, Village staff, and consultants.	Monthly 15%
7.	Develops the annual budget in conjunction with general operations.	Annually
8.	Operates and properly maintains equipment needed to perform the essential job functions and responsibilities listed above while adhering to all safety rules and practices.	Daily

JOB NO.	OTHER RELATED DUTIES
1.	Attends meetings, conferences and conventions as required.
2.	Serves as professional advisor for holiday party committee.
3.	Keeps informed on current trends in the travel/tourism industry and of the uses and capabilities of the varied destinations within the area.
4.	Performs other duties, tasks, and responsibilities as assigned (such as liaison to Village commissions).

SUPERVISORY RESPONSIBILITIES: (Select one – required)

None required

Supervisory responsibilities are required to be carried out in accordance with the organization's policies and applicable laws. **(List specific responsibilities below)**

EDUCATION, EXPERIENCE AND COMPUTER SKILLS:

The designated education and experience levels best describe the minimum requirement needed to fulfill the essential job functions. However, any combination of equivalent education or experience may be considered.

Education Level (Select one - required)

- High school education with vocational training
- High school diploma or general education degree (GED)
- Two or more years of college coursework in related field
- Associate's degree (A.A.) from two-year college or technical school
- Bachelor's degree (B.A.) from four-year college or university
- Master's degree (M.A.)
- Doctoral degree (Ph.D.)

***Preferred, or equivalent
Industry experience***

Degree or coursework should be in...

***Advertising, business development, marketing
tourism or closely related field.***

Experience Level (Select one - required)

- No prior experience or training required
- Six months to one year related experience
- One to two years related experience
- Two to four years related experience
- Four to ten years related experience

Additional Experience (Select as appropriate)

- Experience in supervisory capacity...
- Experience in management capacity...
- Must meet the requirements as set by the Fire & Police Commission

Computer Skills (Select as appropriate)

- Entry and processing of data
- Word Processing data
- Spreadsheet software
- Database software
- Specialized applications:

Knowledge of Microsoft Office Products

COMMUNICATION SKILLS:

English Language/Communication Skills (Select one)

- Basic skills Ability to read, comprehend, listen to and follow basic verbal or written instructions and provide appropriate feedback. Ability to read, comprehend and/or create routine correspondence and memos using proper spelling, grammar, punctuation and sentence structure. Ability to effectively convey information one-on-one or to small groups of employees or customers.
- Intermediate skills Ability to read, comprehend, listen to and follow complex verbal or written instructions from multiple sources. Ability to provide appropriate feedback by asking probing questions and/or suggesting alternative approaches. Ability to read, comprehend, create and explain to others complex correspondence, reports and/or manuals. Ability to convey procedures and policies one-on-one or in groups to employees or customers.
- Advanced skills Ability to read or interpret all types of documents including safety rules and regulations, and procedure manuals. Ability to create and edit reports and correspondence from varied source material using appropriate style and format. Clearly convey instructions to employees or team. Ability to speak clearly and effectively before groups of customers answering questions appropriately.
- Business skills Ability to read, research, and analyze general business periodicals, professional journals, technical reports, finance documents or government laws and regulations. Ability to write reports, business correspondence, manuals and draft policies and procedures. Ability to effectively make presentations and respond to questions from groups of managers, customers, citizens, or other agencies.
- Specialized skills Ability to read, analyze and interpret professional, scientific, or technical manuals, procedures, plans, schematics, maps, blueprints, licenses, and/or legal documents. Ability to respond to inquiries from managers, customers, business community or regulatory agencies. Ability to draft responses to complex or technical issues and/or effectively present technical concepts or information to managers, customers, or other agencies in concise understandable terms.

Foreign Language Skills (Complete if applicable)

- Fluency in foreign language skills is:
- A Plus
 - Preferred
 - Required
- Ability to speak and/or read, write and comprehend.

Required Language:

REQUIRED COMPETENCIES:

To perform this job successfully, an individual must be able to perform each essential job function satisfactorily. The required competencies listed below are representative of the knowledge, skills, and/or abilities required for successful job performance.

Knowledge of:

- Principles, methods, and techniques of tourism development, marketing, public relations and budget administration.
- Principles and practices of government agencies, public organizations, and private enterprises; Federal, State and local government operating methods and administration.
- Microsoft Office products.

Ability to:

- Communicate effectively, both orally and in writing; prepare and make oral and written presentations to individuals, small groups, large audiences; promote and maintain cooperative relationships with business and community leaders, the public and government officials.
- Independently carry out assignments requiring the organization and presentation of material from initial planning phase to project completion.
- Analyze and interpret statistical data and prepare summaries and reports.
- Establish and maintain effective working relationships with diverse groups of people both internally and throughout the community.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without reasonable accommodations.

<i>(mark all 17 activities)</i>	----- Amount of Time -----			
	None	Less than 1/3	1/3 to 2/3	More than 2/3
Physical Activity				
Stands	_____	<u> X </u>	_____	_____
Walks	_____	<u> X </u>	_____	_____
Sits	_____	_____	<u> X </u>	_____
Uses fingers in a repetitive motion	_____	_____	<u> X </u>	_____
Uses hands to grasp, finger, handle, or feel	_____	<u> X </u>	_____	_____
Reaches with hands and arms above shoulder	<u> X </u>	_____	_____	_____
Climbs or balances	<u> X </u>	_____	_____	_____
Twists or turns	_____	<u> X </u>	_____	_____
Stoops, kneels, crouches, bends, or crawls	_____	<u> X </u>	_____	_____
Pulls, pushes, or carries	_____	<u> X </u>	_____	_____
Talks or hears	_____	_____	_____	<u> X </u>
Tastes or smells	<u> X </u>	_____	_____	_____
Operates a motor vehicle or heavy equipment	_____	<u> X </u>	_____	_____
Lifts or move 0 to 10 pounds (sedentary)	_____	<u> X </u>	_____	_____
Lifts or move 10 to 20 pounds (light)	_____	<u> X </u>	_____	_____
Lifts or move 20 to 50 pounds (moderate)	<u> X </u>	_____	_____	_____
Lifts or move 50 to 100 pounds (heavy)	<u> X </u>	_____	_____	_____

VISION DEMANDS:

The vision demands described here including the ability to adjust focus, close vision, sharpness of vision, depth perception, peripheral vision, distance vision, hand-eye coordination or as otherwise specified by the Board of Fire and Police Commissioners, are representative of those that must be met by an employee to successfully operate the tools and equipment needed to perform the essential functions of this job.

Other Vision Demands (select if applicable)

Absence of color blindness

Corrected vision of...

Uncorrected vision of...

<i>Enter specific vision requirement here</i>
<i>Enter specific vision requirement here</i>

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job with or without reasonable accommodations.

(mark all 15 conditions)

<u>Environmental Conditions</u>	----- Amount of Time -----			
	None	Less than 1/3	1/3 to 2/3	More than 2/3
Customary indoor conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Customary outdoor weather conditions including extreme cold, extreme heat, and wet or humid conditions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-weather conditions: extreme cold, extreme heat, and wet or humid conditions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Works near moving mechanical parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Works in high precarious places, underground, or confined spaces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flying debris or airborne particles	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire, smoke, fumes, gases, or noxious odors	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toxic or caustic chemicals, aerosols, liquids, solvents or oils	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk of electrical shock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Works with explosives or risk of radiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vibration	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extreme illumination	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low noise level (Normal voice tones)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Moderate noise level (Raised voice levels)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High noise level (Shouting/ear protection may be needed)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The information listed above reflects minimum standards and illustrations of the various types of work that may be performed. The omission of specific job functions, requirements or tasks does not exclude them from the job if the work is similar, related or a logical extension of the work assigned.

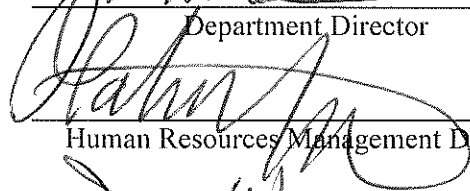
This job description does not constitute an employment agreement between the employer and employee.

Recommended Approval:



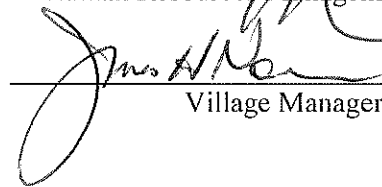
Department Director

Reviewed Approval:



Human Resources Management Director

Approved:



Village Manager

Effective Date: 3/2/2010

Revision Date: _____