

**JOB DESCRIPTION**

**JOB TITLE:** CVB Director

**JOB NO:** PM108222

**JOB FAMILY:** Professional

**FLSA:** Exempt

**SAFETY SENSITIVE:** No

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.

**GENERAL SUMMARY**

Manages the daily operations of the Convention and Visitor's Bureau; Plans, coordinates, and markets activities to enhance the City's image as a destination for conventions, corporate meetings, business and leisure travel, tournaments, tours, and events.

**SUPERVISION**

General supervision is provided by the Marketing Manager. Responsible for the supervision of the CVB Sales & Services Manager and supporting clerical staff.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. All behaviors comply with the Code of Conduct and Rules of Behavior outlined in chapter 8 of the General Government Policies and Procedures Manual.
2. Develops plans and implements CVB goals and objectives, recommends and administers policies and procedures.
3. Develops and facilitates marketing strategies, including an annual marketing plan, to promote Mesquite as a convention and visitor destination for the benefit of the City and the hotel industry.
4. Develops plans and administers the annual operating budget for the Convention and Visitors Bureau; directs the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures.
5. Selects, trains, supervises and evaluates subordinates: assigns work activities, projects and programs; monitors work flow, ensures all programs are conducted in an efficient and timely manner.
6. Serves as a liaison to local, state, and national meeting planners in coordinating conventions and events to be held in Mesquite.
7. Supervises the development and retention of business accounts for the Convention and Visitors Bureau.
8. Attends and participates in professional groups and committees, conferences, conventions, trade shows, and special events in other cities to gather information and facilitate similar Mesquite activities.
9. Conducts overnight travel as necessary to meet with business prospects, participate in marketing events and meetings in and outside of Texas, which may include evenings and weekends.

10. Serves as liaison to the local and regional hospitality industry which promotes tourism in Mesquite, such as hotels, restaurants, tour companies, retail centers and area attractions.
11. Prepares and presents written and oral reports regarding the activities and services of the Mesquite Convention and Visitors Bureau.
12. Coordinates and attends all meetings of the CVB Advisory Council.
13. Manages production of all media for the Bureau, including the Web site and written materials.
14. Manages CVB volunteer program.
15. Provide timely, accurate and thorough Performance Reviews for supervised employees.
16. Drive to and from destinations as assigned by Supervisor.

### **OTHER DUTIES AND RESPONSIBILITIES**

1. Respond to and resolve difficult and sensitive citizen/vendor inquiries and complaints.
2. Stay abreast of new trends and innovations in the tourism and convention industry.
3. Perform other duties as assigned.

### **MINIMUM JOB REQUIREMENTS**

#### **EDUCATION**

Bachelor's degree in marketing, communications, public relations, public administration business administration or related field.

#### **EXPERIENCE**

Five years directly related and progressively responsible work experience in the convention, visitors, hospitality, or tourism industries. One year supervisory experience is required.

#### **LICENSES AND CERTIFICATES**

Possession of a valid Class C Texas driver's license.

### **COMPETENCIES**

A supervisor's performance will be evaluated based on five employee competencies and five supervisor competencies.

The five employee competencies are:

- 1) Job Knowledge; 2) Teamwork; 3) Customer Service; 4) Flexibility; 5) Work Ethic

The five supervisor competencies are:

- 1) Leadership & Results Orientation; 2) Coaching, Mentoring and Developing Employees;
- 3) Communications and Maintaining an Open Mind; 4) Vision & Innovation; and 5) Empathy.

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

#### **Knowledge of:**

General use of computers and internet, graphics, multi-media programs and other job-related software packages.

English usage, spelling, grammar and punctuation.

Excellent writing and speaking skills.

Relating to the general public, public officials and community leaders.

Professional level understanding and working knowledge of marketing, advertising, and communications principles and practices, in the areas of radio, television, magazines, newspapers, video production, print production and Web-based tools.

**Skill in:**

Assessing situations and developing strategies to achieve desired results; decision making and problem solving skills.

Establishing and maintaining effective cooperative working relationships with the media, City of Mesquite residents, staff, external organizations, business leaders and elected and appointed public officials.

Use of computers and other related software applications.

Interpersonal communications

**Ability to:**

Communicate clearly and concisely, both orally and in writing.

Display professionalism.

Plan, publicize and coordinate special events and programs, and manage others to perform these activities.

Organize work, schedule and complete multiple tasks in a timely manner.

Work independently in the absence of supervision.

Assist in the development of Web site content.

Ability to meet required deadlines.

Portray professional image.

Pass a medical physical examination and drug test.

Meet the City's driving standards and use personal vehicle.

Pass a medical physical examination and drug screen.

**PHYSICAL REQUIREMENTS/WORK ENVIRONMENT**

Maintain effective audio-visual discrimination and perception needed for:

- *Making observations*
- *Reading and writing*
- *Communicating with others*
- *Operating assigned equipment*

Maintain physical condition appropriate to the performance of assigned duties and responsibilities which may include the following:

- *Sitting, walking and standing for extended periods of time*
- *Occasionally lift and carry objects weighing up to 34 pounds*
- *Occasionally bend, twist, squat, crouch, kneel and reach above the shoulder*

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Director of Human Resources

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Date

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Deputy City Manager

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Date

**DATE ISSUED: December 2007**