



**TOWN OF SURFSIDE
TOURISM AND PUBLIC COMMUNICATIONS DIRECTOR**

DEPARTMENT: Community Services and Public Communications

EXEMPT

GENERAL DESCRIPTION:

Under the administrative direction of the Town Manager or designee, performs highly complex and specialized executive work, coordinates, implements and manages a variety of special projects and programs within the Community Services and Public Communications department; requiring considerable interaction with outside agencies, community businesses and organizations, administrative officials, and the general public.

ESSENTIAL JOB FUNCTIONS:

1. Responsible for all public communications and media relations of the Town.
2. Responsible for overseeing Information Technology services related to the Town's website, social media, and TV broadcasting.
3. Coordinating the planning of tourism-related activities, marketing, and events.
4. Responsible for overseeing and preparations of Town e-blasts.
5. Responsible for managing the monthly Town Gazette.
6. Responsible for overseeing graphic design efforts related to public communications and as requested by other departments
7. Attend Town Commission meetings, Tourist Board meetings, and other meetings as required and takes necessary action regarding agenda items.
8. Champion Surfside's downtown and work with related Committees to maximize the potential, while working with related agencies/organizations such as Main Street USA, International Downtown Association among others.
9. Serve as liaison between Town Administration, civic groups, and business organizations involved with the Downtown District and tourism.
10. Coordinates municipal/multi-municipal transportation initiatives.
11. Conducts citizen satisfaction surveys.
12. Respond to requests from visitors, the community, businesses and general public by evaluating and insuring appropriate assistance.
13. Manage and participate in the development and administration of the departmental budget; creates and manages event budget for each activity produced by the department.
14. May function in any emergency management role or capacity in the ICS to include, Logistics, Operations, and Planning.
15. Ensure compliance with policies, procedures and applicable operational, budgetary and regulatory standards.
16. Maintain current knowledge of related trends and developments to assist with generating ideas, researching, fact-finding, coordinating and preparing reports to expand existing markets. Develop new marketing opportunities for tourism.

17. Act as the Town's representative in matters pertaining to applicable associations and organizations.
18. Generate various complex and specialized correspondence, articles, memos, agendas, orders, reports, forms, manuals, or other relevant promotional materials.
19. Review and evaluate proposals for new programs and services.
20. Evaluates direct reports' performance and directs staff development activities.
21. Performs other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

MINIMUM QUALIFICATIONS:

KNOWLEDGE, ABILITIES AND SKILLS:

- Ability to express oneself clearly orally and in writing.
- Ability to deal with confidential and sensitive matters
- Ability to appear before groups of taxpayers and the Town Commission to present data and programs which enhance the continued efficient operation of the Town.
- Ability to conduct research, compile and analyze data, write reports, advise and direct management level employees
- Ability to establish and maintain effective working relationships with employees, peers, officials, other agencies, and the public.
- Ability to supervise the work of others in a manner conducive to full performance and high morale
- Knowledge of current social, political, economic trends and operating problems of municipal government.
- Knowledge of Public Administration principles, with particular reference to municipal administration, including basic principles of organization, management, and budget preparation.
- Knowledge of and strong ability to plan, develop and manage special events.
- Working knowledge of website, social networking and information retrieval.
- Strong history of working with tourism related functions and Downtown business environment.
- Knowledge of and experience with sustainability programs.

EDUCATION AND EXPERIENCE:

Graduation from an accredited four (4) year college or university with a Bachelor's Degree in Business Administration, Public Administration or a related field supplemented by course work in management. Five (5) years' experience in a responsible administrative/management position in public communications and/or marketing for municipalities, hospitality sector, or nonprofit organizations.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

LICENSES, CERTIFICATONS OR REGISTRATIONS:

None.

ESSENTIAL PHYSICAL SKILLS:

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without hearing aid).
- Ability to communicate both orally and in writing.

ENVIRONMENTAL CONDITIONS:

- Works inside in an office environment.
- Frequent site visits to projects under construction in Town.
- Travel to local and state meetings.

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

Revision History: New 7/15/22

This job description does not constitute an employment agreement between the Town of Surfside and the employee. It is used as a guide for personnel actions and is subject to change by the Town as the needs of the Town and requirements of the job change.

Approved:

Town Manager's Signature: _____

