

CITY OF SPOKANE VALLEY

POSITION DESCRIPTION

Class Title: Tourism and Marketing Manager
Department: Economic Development
Division: NA
Date: January 1, 2024

Job Code Number: 465
Grade Number: 18
FLSA Status: Exempt
Location: City Hall

GENERAL PURPOSE

The primary purpose of this position is to manage and execute marketing programs that promote Spokane Valley as a highly desirable travel destination, conference and event location, and community in which to establish and maintain a successful business.

SUPERVISION RECEIVED

Work under the general supervision of the Economic Development Director.

SUPERVISION EXERCISED

May supervise support staff, part-time or temporary employees or volunteers, as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Manage the implementation of the City's tourism brand to ensure consistent, appropriate and effective use and application.

Manage the implementation of the City's five-year Destination Marketing Plan and annual Tourism Promotion Area (TPA) work plan/budget as supported by TPA revenue.

Manage the implementation of the TPA program, including monthly meetings of the Hotel Commission and related communications.

Collaborate with the Hotel Commission to develop the annual TPA summary budget and report for City Council presentation and review (annually).

Manage the use of TPA revenue and implementation of marketing programs to ensure compliance with adopted Spokane Valley Municipal Code and Washington State law.

Manage the development and implementation of strategic marketing plans and initiatives to increase tourism brand awareness and promote Spokane Valley as a tourism destination.

Manage the development and implementation of strategic marketing plans and initiatives that support the recruitment of events, including sporting events, that generate tourism and benefit tourism-related businesses such as hotels, restaurants and retail shops.

Develop and maintain a positive relationship with outside organizations, including but not limited to those charged with promoting tourism in Spokane Valley. Actively participate with those organizations to further increase brand awareness and promote the City as a destination.

Develop strategies and opportunities to grow the City's presence in local and regional events.

Manage the preparation of grant applications relating to tourism development as assigned.

Manage the implementation of the City's economic development brand to ensure consistent, appropriate and effective use and application.

Manage the development and implementation of strategic economic development marketing plans and initiatives to increase business recruitment and enhance business development.

Manage the development and implementation of a long-term marketing plan for CenterPlace Regional Event Center. Implement targeted strategic marketing plans and initiatives that promote the facility as an event venue and increase stakeholder engagement.

Develop strategies to promote signature events in the City that provide year-round activities and entertainment options for residents and visitors, create city "identity" and enhance placemaking.

Manage and monitor content and maintenance of the tourism and economic development department websites.

Develop and manage marketing budgets that allow for optimization to ensure marketing initiatives are effective, efficient and deliver a successful return on investment.

Manage consultant contracts, including consultant selection, contract development and monitoring, and project delivery, as assigned.

Manage the selection of consultants through an Request for Qualifications and Request for Proposals process, as necessary.

Develop and provide written and oral reports to elected officials, member agency representatives, stakeholders, and the public, as assigned.

Communicate and work effectively with the City's Communications Office and other departments and employees to help define marketing messages and increase stakeholder engagement.

Develop and manage web-based tools, services and strategies that enable research and data collection to support required benchmark reporting for economic development and tourism initiatives.

Attend after work hour meetings as assigned.

PERIPHERAL DUTIES

Serve as a member of committees as assigned.

Attend professional development workshops, conventions, trade shows and conferences to keep abreast of trends and developments relating to tourism marketing.

Assist other staff members as needed.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience

- (A) Graduation from a four-year college or university with an emphasis in communication, journalism, public relations, public administration, marketing, or a related field providing education in writing and public policy.
- (B) Seven (7) years of professional experience with escalating levels of responsibility in the field of marketing in a political office, government entity, major corporation, or nonprofit.
- (C) An equivalent combination of education and experience may be considered.

Necessary Knowledge, Skills, Abilities, and Other Traits:

- (A) Must have extensive knowledge of the principles, practices, methods, and techniques of marketing, social media, content creation, message development and program management.
- (B) Ability to understand and follow direction, exercise a high degree of sound independent judgment and work within established guidelines with little or no direct supervision.
- (C) Ability to communicate effectively both orally and in writing, including the ability to express complex issues clearly and concisely; and
- (D) Ability to prioritize multiple tasks and complete tasks on time; and
- (E) Ability to establish and maintain effective working relationships with coworkers, member agency representatives, elected officials, and stakeholders; and
- (F) Ability to work as part of a project team by supporting activities necessary to accomplish projects in a timely and professional manner; and

(G) A key value of the City is customer service. This position requires considerable knowledge, ability and skill in the principles and practices of excellent customer service as practiced in both the private and public sectors. It requires the ability to effectively meet and deal with the public; the ability to handle stressful situations; the ability to respond to customers in a friendly, pleasant and professional manner using appropriate inflection, grammar and syntax; the ability to establish and maintain effective working relationships with supervisors, and the general public; the ability to maintain a professional, courteous, and pleasant demeanor in difficult and stressful situations; and the ability to diplomatically deal with difficult people. A willingness to expend extra effort to help the public find answers or information relative to their inquiry or complaint is expected.

SPECIAL REQUIREMENTS:

Valid State Driver's License, or ability to obtain one.

TOOLS AND EQUIPMENT USED

Personal computer, including Microsoft Office Suite and Adobe Creative Cloud; motor vehicle; calculator; phone; copy and fax machine; and various graphic design tools.

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in office settings. Some outdoor work is required in the inspection of various land use developments and construction sites. Hand-eye coordination is necessary to operate computers and various pieces of office equipment

While performing the duties of this job, the employee is occasionally required to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; talk or hear.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.


The noise level in the work environment is usually quiet in the office, and moderate in the field.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Approval: 
Human Resources Director

Approval: 
City Manager

Effective Date:

Revision History: Not Applicable