



ANNOUNCEMENT OF EMPLOYMENT OPPORTUNITY TOURISM DIRECTOR

City Manager's Office

Salary Range: \$80,000 – \$100,000 annually plus benefits DOE/Q
FLSA Status: Exempt (not eligible for over time)

Founded in 1864 as the Territorial Capital of Arizona, the City of Prescott is nestled in the mountains of north central Arizona bordering the Prescott National Forest to the south and west, approximately 96 miles northwest of Phoenix, 100 miles south of the Grand Canyon and 200 miles from Las Vegas. Prescott, together with the neighboring communities of Chino Valley, Prescott Valley and Dewey-Humboldt form what is locally known as the Quad-City area. Prescott's average elevation is 5,400 feet and has four distinct seasons with few temperature extremes. The climate is generally temperate and mild, with average high temperatures ranging from 50 to 90 degrees. Dubbed "Everybody's Hometown", Prescott is home to the downtown Courthouse Plaza, famous Whiskey Row, several museums and the World's Oldest Rodeo. Officially designated as "Arizona's Christmas City" by the State of Arizona, Prescott has a population of approximately 43,000. The Courthouse Plaza, located in the center of downtown, is framed by towering elms and the focal point to a myriad of activities, including entertainment, craft fairs, antique and art shows. The Plaza and Yavapai County Courthouse are well known throughout Arizona as symbolizing the quintessential western downtown square.

QUALIFICATIONS: Education from an accredited college or university with a Bachelor's Degree in marketing, public relations, business administration, or a related field; Master's degree preferred. Seven years of experience directly related to management and marketing, of which at least two years are in the specialized fields of economic development, tourism marketing and sales in addition to a minimum of five years supervisory experience. Must be able to travel regionally and nationally. Will consider any qualifying combination of education, experience, knowledge and training considered to be equivalent to the above requirements. Must have valid Arizona Operator's Driver's License with clean record and pass pre-employment drug screen and criminal background check.

TASKS: The primary function of this position is to market and promote the City of Prescott as a quality tourism destination. This is an executive level position responsible for high level decision making and highly responsible management, administrative, and supervisory duties associated with the day-to-day operations of the City of Prescott's Tourism function.

Under direction of the City Manager through City Council, candidate is expected to exercise a high degree of independence in judgment and initiative in the planning, organizing, directing, and coordinating the programs of the Tourism, Special Events and Public Communications division; actively supports and upholds the City's stated mission and values; researches, plans and implements programs that will net a positive and tangible return on investment while increasing sales tax revenue and hotel transient tax; responsible for developing lasting relationships and partnerships at all levels to include City, Chamber, local hospitality services and the media both regionally and nationally to promote Prescott tourism.

Responsible for keeping the City Council apprised of projects through presentations, written and oral reports; attends Council meetings and speaks before civic and professional groups; attends conferences, conventions, and other professional organizations to remain current and up to date with industry trends and happenings with the potential to further the department's goals and the City's mission. Develops promotional programs, publications and collateral materials to attract regional, national, and international visitation, conferences/meetings and tours to the City of Prescott; responsible for creation of tourism marketing and promotional materials, direct mailings and targeted advertising that compliment current economic development marketing materials and match the City branding style and message; ensures coordination with Arizona Office of Tourism and representation on Arizona Tourism Alliance, AZ PR Roundtable, AZ Travel industry Roundtable, Governor's Tourism Advisory Council and other similar organizations.

Responsible for research, preparation, implementation and administration of grants and grant applications; oversees department budget preparation and administration and provides direction and Council/Manager

recommendation for citywide budget expenditures; develops City specific branding strategies, strategic plans, and policies and procedures.

KNOWLEDGE, SKILL AND ABILITIES:

At a professional level, this position requires the ability to understand detailed reports, strategic planning documents, management materials and trade journals; requires the ability to perform statistical calculations and percentages; must be able to create professional level reports, correspondence, marketing plans, grant proposals, correspondence and press releases; must have working knowledge of cost accounting and budget planning and management and chart creation; must have extensive knowledge and understanding of the principles and practices of tourism and administration to include technical research methods and marketing and public relations principles and practices.

Resumes and applications must be received by 5:00 p.m. on May 21, 2010.

Send application/resume to:
City of Prescott, Human Resources,
201 S. Cortez St., Prescott AZ 86303
928.777.1315 928.777.1347 TDD 928.777.1100 Fax: 928.777.1213
Email: personnel@prescott-az.gov

**For more information on the City of Prescott, please visit our website at
www.cityofprescott.net**

Posted April 30, 2010

Steve Norwood, City Manager

Jolaine Jackson, Human Resources Director

MAJOR BENEFITS FOR ALL FULL-TIME REGULAR EMPLOYEES

The City of Prescott offers competitive benefits for all full-time regular employees to include twelve days paid vacation first year; 40 hours of exempt leave annually; ten paid holidays; 12 paid sick leave days per year; paid employee health, dental and life insurance; Arizona State Retirement benefits; deferred compensation; Social Security benefits; other optional benefits.

NOTE: When advised, reasonable accommodations will be made in order for an "otherwise qualified applicant" with a disability to participate in any phase of the selection process.

EEO/M/F/V/H/D/NSE