

Position Announcement: Director of Tourism

ASM Global, Imagine the Experience! We are the world's leading venue management and service company connecting people through the power of live experience.

POSITION SUMMARY

Plans and directs the strategic direction of marketing functions to generate tourism, conference, convention and leisure business in coordination with City and ASM goals and objectives. This position directs the sales effort to generate revenue proceeds from advertising opportunities available in the facilities.

ESSENTIAL RESPONSIBILITIES

General

- Assists in the development and implementation of facility goals and priorities relating to marketing activities in compliance with State and Federal law, and ASM policies and procedures.
- Supervises staff in accordance with policies, procedures and applicable laws including: interviewing and hiring; training; planning, assigning and directing work and; performance planning and concerns.
- Monitors compliance with applicable provisions of the management contract.
- Develops and maintains effective policies, procedures and standards for all general operations.
- Reviews, negotiates and oversees contracts with vendors, contractors and service providers.
- Authorizes the requisition of equipment and supplies within budget guidelines.
- Investigates, analyzes and resolves problems and concerns.

Marketing

- Oversees the direction of the Bureau of Tourism in coordination with City and ASM goals and objectives.
- Develops strategic tourism marketing, promotional and public relation goals and plans including: promotional materials, web sites, community programs and worldwide sales for leisure business.
- Develops direction and marketing plans in coordination with ASM, the City and stakeholders.
- Develops and maintains tourism budget.
- Works with the City and stakeholders to ensure effective planning and success of programs.
- Develops City and community advocacy and support.
- Attends various trade shows and membership events.
- Prepares and oversees tourism contracts and other related administrative functions.
- Maintains communication and effective relationships with City, stakeholders, clients, potential clients, internal clients and colleagues.
- Directs the installation and maintenance of any new software applications and ensure appropriate procedures, controls and training are maintained.
- Monitors all aspects of tourism activities to ensure appropriate service levels are maintained.
- Attends appropriate planning, organization and other event and facility meetings in support of event operations.

Visitor Center Operations

- Oversees merchandising plans and opportunities to ensure effective turnover and product mix.
- Monitors all aspects of visitor center activities to ensure appropriate service levels are maintained.
- Oversees managers and their responsibilities to ensure effective operations.

Other

- Promotes and fulfills ASM goals and service standards.
- Participates in safety programs to achieve safety goals.
- Assists the department and organization with various projects and special assignments as needed.
- Performs other assigned duties as required.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education:

B. S. in hospitality, business or a related field from a four-year college or university or equivalent related experience on a year of year basis for the degree is preferred.

Experience:

In addition to the above education requirements, five (5) years of progressive marketing and tourism industry experience, which include financial and budgeting experience and supervising staff, required.

Skills and Abilities:

- Extensive knowledge of tourism and hospitality practices and have a broad diverse cultural understanding including: LBGT, arts, culture and political communities.
- Excellent communication, interpersonal skills and organizational ability.
- Ability to work with and maintain highly confidential information is required.
- Effective supervisory skills.
- Ability to work both independently and as a team.
- Ability to be an effective collaborator, innovator and leader.

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):*

- Light lifting up to 20 lbs and some extended periods of walking/standing required.

Certifications:

No special certifications are required.

HOW TO APPLY:

External Candidates Apply At:

<https://recruiting.adp.com/srccar/public/RTI.home?d=External&c=1152751&d>

Internal Employees Apply at:

[https://recruiting.adp.com/srccar/nghome.guid?c=1152751&d=InternalCareerSite&r=5000231669906#/#/](https://recruiting.adp.com/srccar/nghome.guid?c=1152751&d=InternalCareerSite&r=5000231669906#/)

SMG - The Palm Springs Convention Center and Bureau of Tourism
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Palm Springs, CA 92262
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ASM Global is an Equal Opportunity/Affirmative Action Employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply VEVRA Federal Contractor.

Date Opened:

Closing Date: Until Filled