



## TOWN OF SANTEE

194 Municipal Way | P.O. Box 1220 | Santee, SC 29142 | Ph: 803.854.2152 | Fax: 803.854.3233

### Hospitality/Tourism Director

Full time/Salary/Exempt

#### Purpose of Classification:

The purpose of this classification is to promote the Town of Santee by developing marketing campaigns, managing and scheduling special events, and enhancing visitor experiences.

#### Essential Functions:

Represents Santee at consumer travel shows throughout the United States, state conferences and special events, attends conferences and other state functions and makes presentations on Santee tourism. Develops, promotes and organizes marketing campaigns and special events through a variety of media outlets. Assists the department in the development and timely dissemination of local and regional marketing materials. Monitors, collects, and reports on trends and web traffic statistics. Develops and maintains a current inventory of promotional brochures and tracks and orders collateral materials as needed. Acquire knowledge regarding Santee's history, visitor attractions, hotels, restaurants, etc., and is familiar with all collateral material. Prepares promotional items, such as goodie bags, for visiting groups and organizations. Maintain contact information and working relationships with speakers, entertainers, team building coordinators, off-site venues and other pertinent information needed to successfully service meetings/events. Develop ways to evaluate and disseminate the economic impact of conferences, meetings and tournaments on local businesses.

Performs other related duties as assigned: provides back-up and/or assistance to Events Coordinator, or other individuals/departments as needed.

The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

#### Required Skills/Qualifications:

Bachelor's Degree in Business Administration, Hospitality, Tourism, Marketing, Public Relations, or related field required: supplemented by two years of experience in development and delivery of business development plans, tourism, and/or marketing strategies or related field; or any equivalent combination of education, training, and experience with provides the requisite knowledge, skills, and abilities for this job. Must possess and maintain a valid South Carolina driver's license.

#### ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and material of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, odor, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

#### Disclaimer:

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is "at will" or voluntary on both the part of the Company and the employee.

Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

#### Equal Opportunity Employer:

The Town of Santee is an Equal Opportunity Employer

We consider candidates regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.