

NOME CONVENTION & VISITORS' BUREAU DIRECTOR

Department: Nome Convention & Visitors' Bureau **Salary:** DOE
Reports to: Nome Chamber of Commerce Executive Director & Board of Directors
Supervises: Administrative Assistant, Temporary/Seasonal Office Aides, Volunteers,
& Community Service Workers

Summary

This position is responsible for the promotion of Nome as a visitor and convention site destination and the operation of the Visitors' Center. The Nome Convention & Visitors' Bureau Director may be required to work evenings and weekends.

Essential Duties and Responsibilities

- Supervise and evaluate NCVB staff; provide hire recommendations to Executive Director
- Plan, organize and direct Visitor Center activities
- Prepare and monitor NCVB budget
- Market Nome as a visitor destination; initiate contact with cruise lines, ATIA, other Visitor Centers, tourism groups, state agencies, etc.
- Design promotional materials, fliers, brochures, and other visitor aides and distribute state wide
- Assist with preparation of materials for "Familiarization" tours for industry representatives
- Promote Nome tourism businesses via web site; monitor and update website
- Purchase budgeted items; submit coded invoices to Executive Director
- Maintain close working relationship with local and State tourism organizations
- Prepare correspondence and reports
- Maintain records and files of NCVB; provide visitor, birding and event data as needed
- Establish policies & procedures for NCVB services
- Engage in local and statewide tourism groups/committees
- Provide quarterly reports to the Executive Director, Board of Directors and Nome Common Council
- Provide tourism data to travel writers, newspapers, magazines & travel guide books
- Provide overflow housing assistance for Iditarod event
- Assist specialty tour groups such as birdwatchers, nature tours, and passenger cruise ships, etc.

Supervisory Responsibilities

- Directly supervises and evaluates all NCVB employees

Qualification Requirements

- Excellent organizational, oral and written communication skills; technical report writing, budgeting
- Ability to read, analyze, and interpret general business and technical journals, professional publications, financial reports and government regulations
- Extensive knowledge of Windows and Microsoft programs; Word and Excel
- Must be self-motivated and able to work independently with minimal supervision
- Must have a valid Alaska Driver's License and authorization to utilize Community Service Workers
- Must be able to travel

Education and/or Experience

- Minimum two years of college plus three years' experience in a supervisory position.
- Three years' experience in tourism marketing preferred and knowledge of Alaska's tourism industry and contacts highly preferred OR a combination of education and experience which demonstrates an equivalent level of expertise
- Must have some knowledge of Nome businesses, residents and the services they provide