

**Town of Provincetown, Massachusetts**  
**GRADE 7 NON-UNION POSITION**  
**Assistant Director of Tourism Job Description**

**Position Summary:**

The position includes administrative, management and technical work supporting the Director of Tourism and the operations of the Tourism Department. Manages the Tourism Grant Program, Supervises Senior Volunteers, supervises the Firehouse #3 as a community business asset and coordinates Visitor Services Board meetings and minutes. Administrative responsibilities include organization of the Office of Tourism, regular updating of the Tourism website, posting and responding to social media, processing invoices for payment, maintaining accurate files and records of all Tourism activity, and must be comfortable with and able to deal appropriately and tactfully with the general public, including customer and stakeholder inquires, media requests and visitor concerns. Performs all other related work as required.

This a full time, salaried, confidential position. This is a 40 hour a week position, Monday through Friday with additional time, as required, evenings and weekends with possible travel.

**Supervision/Supervisory:**

*Supervisory Scope:* Performs varied and responsible duties requiring a thorough knowledge of the Provincetown community and tourism industry, departmental operations and the exercise of judgment and initiative to carry out assignments independently, analyze situations and conditions, and determine appropriate course of action from among many alternatives.

*Supervision Received:* Work is performed under the general direction of the Director of Tourism. Work is performed independently requesting assistance with unusual situations which do not have clear precedents.

*Supervision Given:* This position supervises: Office of Tourism senior volunteers, Tourism Grant Program and the Firehouse #3, Invoice processing and balancing General Ledger accounts, Coordinates Visitor Services Board meeting schedule, agendas and minutes.

**Job Environment:**

A majority of work is performed under typical municipal office conditions, with frequent interruptions to provide assistance and information to the public; noise level is moderate.

Regularly operates a computer, telephone, copier, scanner and other standard office equipment.

Makes frequent contacts with tourists, various boards and commissions, town officials, town employees, Town Counsel, members of the community and stakeholders. Contacts are in person, in writing, and by telephone and usually involve the provision of information of a technical or factual nature to the public or interested parties. Works closely with Provincetown Chamber of Commerce and Provincetown Business Guild.

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Has access to department related sensitive and confidential information.

Errors could result in significant confusion and delay, loss of department services, could cause exposure for the Town to certain legal liabilities and possible adverse public relations.

**Essential Functions:**

*(The essential functions or duties listed below 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.)*

- Provide administrative support to the Director of Tourism, including MS Word, Excel, Powerpoint, data processing, filing, copying, scanning and handling correspondence
- Support social media resources and platforms, including and not exclusive to: Facebook, Twitter, Instagram, Pinterest, YouTube, Google, LinkedIn and TikTok, for the Office of Tourism with the objective of marketing and promoting the Town as a tourist destination.
- Assist with the drafting and execution of marketing strategies for the Tourism office.
- Make frequent contact with the general public in person, telephone and electronically. Must be able to appropriately and tactfully respond to all inquiries, requests and complaints from customers, residents, stakeholders and media. At time will be providing information and handling issues that may require sensitivity and the use of sound independent judgment, and/or refer to appropriate individuals(s).
- Participate in meetings with public relations firm, digital marketing agency, Town Boards, other departments, organizations and local, regional, state and federal agencies as required.
- Support and participate in the execution of marketing campaigns including and not limited to ad designs and content, press releases, radio scripts, editing and video development.
- Work with, and provide services for, other Town departments, Boards, Provincetown Officials and other State and Local Officials processing information, inquires and provide se

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- Assist with the development of budget and five-year plan for the Office of Tourism.
- Assist with coordination of and participate in Journalist, Travel Writer and Tourism Professional FAM Trips.
- Maintain newsletter, news release and media email lists.
- Maintain and manage Provincetown Tourism website.
- Manage the department billing, bookkeeping and record keeping following the general guidelines of the Town Accountant, Town Treasurer and Director of Tourism or assigned supervisor.
- Manage the annual Tourism Grant Program and process, using Foundant Technologies Grant Management Software, including applications, analysis, grant agreements, final reports and reimbursements.
- Generate visitor trend reports using location analytics platforms.
- Produce and manage the annual events calendar, both print and digital versions.
- Coordinate Visitors Services Board meetings and minutes and provide digital and social media report of activities and future projects.
- Complete quarterly digital marketing recap providing details on reach, impressions, click-through-rates and insights.
- Complete annual recap of advertising campaign for presentation to Visitor Services Board.
- Coordinate special projects as assigned.
- Assist other management and support staff as needed or requested.
- Performs similar or related work as required or assigned.

**Minimum Competencies:**

- Excellent communication skills, both oral and written
- Ability to deal tactfully, courteously and professionally with all persons, even in stressful situations, is essential
- Ability to maintain confidentiality and to exercise sound judgment and discretion
- Ability to work in high pressure situations as necessary

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- Ability to deal with continuous interruptions and various levels of stress
- Highly organized, detail oriented, takes initiative and able to work independently
- Ability to handle multiple tasks, prioritize effectively, meet deadlines, and deliver high quality work
- Reliability and professional personal presentation essential

**Recommended Minimum Qualifications:**

Education, Training and Experience:

Bachelors degree or higher, and three years of related office experience; or any equivalent combination of education, training and experience.

Special Requirements:

A valid motor vehicle operator's license.

Knowledge and Skill:

*Knowledge:* Knowledge of office equipment and the operation of computer software applications. Working knowledge of local, state and federal statutes and regulations applicable to the duties and responsibilities of the Office of Tourism.

*Skill:* Excellent interpersonal skills. Skill in operating computers and utilizing appropriate software applications such as word processing, spreadsheet, database applications. Powerpoint, Wordpress software, Foundant Grant Management software, Newsletter email software and all Social Media platforms, including and not exclusive to: Facebook, Twitter, Instagram, Pinterest, YouTube, Google, LinkedIn and Snapchat. Excellent organizational skills.

Physical Requirements:

*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.*

The employee must occasionally lift and/or move objects weighing up to 25 pounds, such as supplies, folders, and books. Ability to operate a keyboard and calculator at efficient speed and to view computer screens for extended periods of time. Ability to convey department information to the general public.

*(This 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.)*