

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

Overview

The Assistant Director of Tourism is a full-time position with the Town of Provincetown, MA. The Assistant Director of Tourism, working in conjunction with the Director of Tourism, coordinates the development and execution of strategies to market and promote Provincetown as a tourism destination and stimulate the economic development of the Town. This position reports directly to the Director of Tourism and shall be responsible for carrying out the daily operations of the Tourism Office and managing vendors and volunteers. Work involves a variety of day-to-day duties involving public relations, marketing and advertising, social media, grant management, Board coordination and community assets. The Assistant Director of Tourism works with the Director of Tourism, and the Town's business membership organizations (Provincetown Chamber of Commerce and Provincetown Business Guild) to strategically encourage tourism as the largest economic engine of the Town.

This is 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.

Responsibilities:

Working with the Director of Tourism to plan and establish strategies, programs, and procedures to promote tourism and stimulate the economic development of the Provincetown.

Administer advertising campaigns integrating the tourism related business segments representing the key areas of: LGBTQ culture; Arts Culture and History; Ecotourism; Maritime Tourism; Entertainment and Nightlife; Group Tours; Retail; Wellness; Culinary; General Tourism

Coordinating with the Director of Tourism to develop and implement a marketing plan to promote area businesses, including but not limited to hotels/inns, campgrounds, retail businesses, galleries, restaurants, and area attractions.

Working in conjunction with the Director of Tourism on branding and message development; Oversee design/printing of marketing collateral.

Assist with building campaigns and stories for unique selling points. Supporting the Public Relations Firm with preparing and releasing press releases to the media. Manage newsletters, media, and consumer email lists.

Manage the Tourism Fund Grant Program including the promotion, application, evaluation, agreement, and distribution process.

Manage, contribute to, and monitor the flow of new web content. Coordinate with the web maintenance provider to create reporting on the effectiveness of the website.

Assist with social media resources and platforms. Review and monitor comments, and post and blog about all aspects of Provincetown with the objective of marketing and promoting the Town as a tourist destination.

Respond to consumer emails requesting information, answering questions, and providing resolution to issues.

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Manage the department billing, bookkeeping and record keeping following the general guidelines of the Department of Municipal Finance and Director of Tourism or assigned supervisor. Process invoices and payment vouchers assigning general ledger accounts, including Visitor Service Board motions authorizing funds and submit to accounts payable.

Design, develop and implement in-service training programs for staff volunteers. Manage volunteers who will promote attractions & community events to visitors.

Support the Director of Tourism in coordinating familiarization tours of Provincetown for media, tour operators and travel agents.

Attend meetings, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the tourism industry, and exchange information.

Attend consumer trade shows and travel media marketplaces to represent Provincetown as a tourism destination.

Prepare and deliver presentations to both local and regional civic organizations on Tourism as needed.

Report on monthly tourism activities as required by the Director of Tourism.

Keep updated advertising history files, photo libraries and archives. Collect necessary and pertinent travel research and reports findings.

Knowledge, Skills, and Abilities Required:

- Knowledge of tourism industry
- Knowledge of Provincetown and Cape Cod area
- Management of outside vendors
- Must be a self-starter with ability to work with volunteers
- Must be computer literate and proficient in Microsoft Office 365
- Must familiar with Grant Management Software
- Experience in marketing presentations
- Familiar with design and composition of marketing collateral.
- Website management, and well versed in WordPress content management system.
- Understanding of municipal government
- Maintain confidentiality and to exercise sound judgment and discretion.
- Ability to work in high-pressure situations as necessary.
- 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.
- Working knowledge of local, state, and federal statutes and regulations applicable to the duties and responsibilities of the Office of Tourism.

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Qualifications Required

A degree in marketing, public relations or a closely related field. 5 to 10-years' experience in marketing or public relations work; or any combination of training and experience which provide the required skills, knowledge, and abilities.

Knowledge of Job: Understanding and experience with the policies and procedures, organization, and functions of a Tourism Department. Existing knowledge of the geographic layout of Provincetown, including tourist attractions as well as knowledge of the tourist attractions of the surrounding areas. Working knowledge of the principles and practices of supervision and the ability to supervise a small group of employees and/or volunteers and vendors. Collaborate with municipal Boards related to Tourism and economic development of the Town. The ability to communicate effectively in oral and written form.

The Assistant Director of Tourism must be capable of exercising independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business representatives, government officials and the general public. Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for the completion of work with a minimum of supervision and instruction.