

# City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave  
(505) 955-6597 Fax (505) 955-6810

[www.santafenm.gov](http://www.santafenm.gov)



**POSITION TITLE** Executive Director Tourism Santa Fe (2355)  
**DEPARTMENT** Tourism  
**PERIOD TO APPLY:** 3/16/2018-4/16/2018  
**SUPERVISOR:** City Manager

**SALARY RANGE:** \$37,975-64,879 (R)  
**FLSA/UNION STATUS:** Exempt/Nonunion  
**POSITION STATUS:** Exempt/Full-Time  
**LOCATION:** CVB

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## **GENERAL DESCRIPTION**

The CVB Director manages the Convention Center and provides strategic direction to the sales and marketing functions of the Convention and Visitors Bureau to generate tourism, conference, convention and leisure business in coordination with City of Santa Fe goals and objectives.

## **SUPERVISION RECEIVED**

Works under the general guidance and direction of the City Manager.

## **SUPERVISION EXERCISED**

Provides close to general supervision to staff.

## **NATURE OF WORK**

**ESSENTIAL FUNCTIONS:** *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Plans, organizes and coordinates the work and supervises the staff of the Convention and Visitors Bureau and of the Convention Center.

Implements strategies and tactics to market and sell the Convention Center as an ideal site for conventions, meetings, and tradeshow in a manner that maximizes the economic impact on the area.

Oversees the marketing and promotion of Santa Fe as a tourist and convention destination.

Develops and executes marketing plans and programs - both short and long range - and negotiates related contracts, to ensure profit, growth, and expansion of the City's convention and tourism industry.

Ensures that all long-term booking goals for the Convention Center are met or exceeded.

Maintains close working relationships with hotels, convention facilities, and partners.

Leads and oversees the Director of Sales and Sales Managers.

Maintains statistical sales data integrity.

Makes budget decisions and oversees department compliance with the budget.

Oversees and maintains government and industry relationships.

## **MINIMUM QUALIFICATIONS**

## **EDUCATION AND EXPERIENCE**

Bachelor's degree in planning, economics, marketing, public or business administration or related field and five (5) years of experience in tourism or related industry leadership position and demonstrated success in supervising sales and marketing staff achieving aggressive sales goals. Seven (7) to ten (10) years of experience is desirable. Master's degree and three (3) years experience in a Convention or Visitors Bureau is preferred; or an equivalent combination of education and experience.

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## **ADDITIONAL REQUIREMENTS**

Requires valid NM driver's license upon hire and must obtain City driver's permit within three months of hire.

Certified Destination Marketing Executive preferred.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

Requires considerable knowledge of sales and marketing; public relations; spelling, punctuation, and grammar; basic arithmetic; filing, record keeping, and standard office practice; principles and techniques of convention and tourist promotion; public relations; convention center or hotel/motel management; principles and application of supervisory techniques; computer operations; and software, such as word processing and spreadsheets.

Requires considerable ability to exercise initiative, independent judgment; act resourcefully under varying conditions; maintain strict confidentiality related to sensitive administrative information; develop and maintain effective working relationships with division staff, other city department staff, public officials, and the general public; communicate effectively both verbally and in writing; and represent the City of Santa Fe as its public face and advisor on matters of economic development.

Requires the ability to plan, schedule, direct, supervise, and review the performance of subordinates in a manner conducive to productivity and high morale; make operational policy recommendations to increase Bureau's effectiveness; generate and book business and implement a strategic plan to support Santa Fe as a prime destination.; analyze situations and take effective action; conduct research, prepare statistical reports, and make written or verbal presentations of same; prepare and deliver presentations to City Council, city boards, committees, and community groups; and act in an independent, conscientious manner with sound judgment; work with minimal supervision; be accountable for inventory/property management; manage or administer grant funds; to make recommendations that impact the budget; manage the budget within assigned unit/division and determine allocation of budget among divisions.

## **PHYSICAL DEMANDS/WORK ENVIRONMENT**

Typical office setting with typical climate controls. Tasks require a variety of physical activities such as walking, standing, stooping, sitting, reaching, not generally involving muscular strain. Job functions normally require talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Work is primarily performed in an office environment; travel required. Irregular and extended hours may be required. Requires the ability to lift or carry up to 50 pounds.

### **ADA/EEO Compliance**

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

### **VETERAN'S HIRING INITIATIVE**

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment. The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

**Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.**