

JOB DESCRIPTION
CITY OF JOPLIN
DIRECTOR CVB

Exhibit C

TITLE:

DIRECTOR

DEPARTMENT:

CONVENTION & VISITORS BUREAU

DESCRIPTION: Under general direction, responsible for all management and operating functions of the Joplin Convention & Visitors Bureau (JCVB) for the promotion/marketing the City of Joplin as a tourism destination.

GENERAL DUTIES AND RESPONSIBILITIES:

THE FOLLOWING DUTIES ARE NORMAL FOR THIS TITLE. THESE ARE NOT TO BE CONSTRUED AS EXCLUSIVE OR ALL-INCLUSIVE. OTHER DUTIES MAY BE REQUIRED AND ASSIGNED.

- Keen knowledge, interest and ability to sell Joplin as a tourism destination.
- Ability to travel.
- Effective oral and written communication skills.
- Good negotiation skills.
- Attendance and dependability.
- Must maintain confidentiality.

GENERAL TASKS AND RESPONSIBILITIES:

WHILE FOLLOWING TASKS ARE NECESSARY FOR THIS POSITION, THEY ARE NOT AN ESSENTIAL PART OF THE DUTIES OF THIS POSITION AND MAY ALSO BE PERFORMED BY OTHER EMPLOYEES.

- Overseeing the day-to-day operations and administration of JCVB, and its programs and policies.
- Organizing, coordinating, and implementing the day-to-day activities involved in the promotion of Joplin and its tourism industry.
- Overseeing and implementing sales and marketing plans.
- Developing and implementing programs to promote the Joplin region as a tourism destination.
- Representing JCVB in support of local festivals, events, attractions, facilities, and community organizations.
- Representing JCVB with regional tourism stakeholders, chamber leaders and elected officials.
- Developing, implementing and monitoring the annual JCVB budget.
- Developing, coordinating and implementing financial strategies and programs that maintain the fiscal integrity of JCVB.
- Reviewing expenditures and keeping the Advisory Board and City advised of financial matters.
- Supervising the JCVB staff and their assigned duties, and professional growth.
- Developing individual, team and accountability goals for staff.
- Serves on appropriate community committees and boards promoting the mission of JCVB.
- Managing external communication to obtain maximum publicity of programs and accomplishments.
- Establishing and maintaining positive relationships with Joplin City Council.
- Performing other duties and responsibilities as assigned by the City of Joplin.
- Team leader of VisitJoplinMO experience.

CONVENTION & VISITORS BUREAU
ORDINANCE#: 2018-0XX

APPROVED: X.X.18
PAY RANGE: 350

120418

JOB DESCRIPTION

CITY OF JOPLIN

DIRECTOR CVB

- Manages a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

OTHER TASKS, DUTIES AND RESPONSIBILITIES:

- The duties and responsibilities listed in this job description shall not to be construed as an exclusive or all-inclusive list of the duties associated with this position.
- The supervisor may on occasion assign other duties which are not specifically listed in this job description, provided the employee is qualified and certified/licensed to perform these additional functions.

GENERAL PHYSICAL REQUIREMENTS:

LANGUAGE ABILITY AND INTERPERSONAL COMMUNICATION

- Skill in establishing and maintaining effective working relationships with hospitality industry owners/managers, City of Joplin management staff, and the public.
- Ability to interact positively with the public, clients and tourism stakeholders.

MATHEMATICAL ABILITY

- Knowledge of basic math and bookkeeping procedures.

JUDGMENT AND SITUATIONAL REASONING ABILITY

- Knowledge of tourism/event facilities, including hotels, motels and restaurants, available in the City of Joplin.
- Knowledge of tourism/event marketing strategies and techniques, including material development and distribution.
- Knowledge of office management principles and practices, including employee training and supervision.
- Knowledge of project management techniques and procedures.

PHYSICAL REQUIREMENTS

- Requires high levels of sitting and standing; manual dexterity sufficient to operate essential job-related equipment such as computers, typewriters, FAX machines, copiers, telephones, web-based search engines, and social media platforms.
- Must be sighted, hearing, and mobile to such a degree as not to compromise safety rules or the safety of self or others while working.

ENVIRONMENTAL ADAPTABILITY

- Skill in planning, organizing, and implementing an effective marketing/promotional strategy to increase tourism activity in the City of Joplin.
- Skill in planning, coordinating, assigning, and reviewing/evaluating the work of subordinate staff.
- Skill in developing effective marketing/advertising materials for use in promoting tourism and visitor activity.
- Skill in making informational/marketing presentations targeting a variety of visitor/tourist populations.

GENERAL QUALIFICATIONS:

- A Bachelor's degree in Business Administration, Marketing, Hotel/Restaurant Management, or closely related area and experience equivalent to two years full time supervisory/managerial work in the hospitality industry.
- Must possess a valid driver's license and be able to successfully complete a thorough background check, and successfully complete a physical exam and drug test.

JOB DESCRIPTION

CITY OF JOPLIN

ASST. DIRECTOR CVB / DIRECTOR OF SALES/CVB

Exhibit C

TITLE: ASSISTANT DIR. / DIRECTOR OF SALES

DEPARTMENT: CONVENTION & VISITORS BUREAU

DESCRIPTION: Under general direction, manages a program to promote, market and sell the conference and meeting space, and tourism opportunities within the region supported by the Joplin Convention & Visitors Bureau (JCVB) of the City of Joplin.

GENERAL DUTIES AND RESPONSIBILITIES:

THE FOLLOWING DUTIES ARE NORMAL FOR THIS TITLE. THESE ARE NOT TO BE CONSTRUED AS EXCLUSIVE OR ALL-INCLUSIVE. OTHER DUTIES MAY BE REQUIRED AND ASSIGNED.

- Keen knowledge, interest and ability to sell Joplin as a tourism destination.
- Ability to travel.
- Effective oral and written communication skills.
- Good negotiation skills.
- Attendance and dependability.
- Must maintain confidentiality.

SPECIFIC TASKS AND RESPONSIBILITIES:

WHILE FOLLOWING TASKS ARE NECESSARY FOR THIS POSITION, THEY ARE NOT AN ESSENTIAL PART OF THE DUTIES OF THIS POSITION AND MAY ALSO BE PERFORMED BY OTHER EMPLOYEES.

- Responsible for promoting and selling the Joplin region as a tourism destination to meeting professionals within the tourism industry.
- Maintains close working relationships with area hotels, meeting space, banquet centers and area attractions. Serves as liaison between clients and these facilities.
- Conducts quarterly meetings with area hotel sales professionals and attractions for updates on bureau sales activities.
- Assist director in establishing measurable annual sales goals for JCVB.
- Researches new group business by prospecting group web sites, convention/group databases, directories and other sources producing sales.
- Secures new tourism business for the region through research, direct mail, telephone and email solicitation, social media and direct sales calls.
- Prepares fiscal year convention and trade show schedule, with budget expectations.
- Coordinates/conducts meeting planner site inspections and bid presentations considering the Joplin region as a tourism destination.
- Attends industry tradeshow and marketplaces to generate tourism leads.
- Prepares customized bid packets and itineraries and makes bid presentations to clients.
- Develops and participates in JCVB "FAM" Familiarization Tours.
- Plans and participates in client site tours of regional meeting venues.
- Plans and participates in sales missions along with Joplin region hospitality partners.

CONVENTION & VISITORS BUREAU
ORDINANCE#: 2018-0XX

APPROVED: X.X.18
PAY RANGE: 210

120418

JOB DESCRIPTION

CITY OF JOPLIN

ASST. DIRECTOR CVB / DIRECTOR OF SALES/CVB

- Provides sales activity and needs at weekly staff meetings.
- Maintains statistical data pertaining to conventions held and booked, and their regional economic impact.
- Maintains client activity in a database.
- Provides input to JCVB Director regarding advertising placement in convention industry publications.
- Oversees membership within convention industry organizations.
- Participates in industry events and represents the bureau at statewide events.
- Work a flexible schedule as necessary to include nights, weekends and holidays.
- Travel as required; some overnight.
- Maintains a working knowledge of the City of Joplin and the JCVB organizations.
- Performs other duties as directed by the CVB Director.
- May act as director in their absence.
- Team member of the VisitJoplin experience.
- Facilitates a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

OTHER TASKS, DUTIES AND RESPONSIBILITIES:

- The duties and responsibilities listed in this job description shall not to be construed as an exclusive or all-inclusive list of the duties associated with this position.
- The supervisor may on occasion assign other duties which are not specifically listed in this job description, provided the employee is qualified and certified/licensed to perform these additional functions.

GENERAL PHYSICAL REQUIREMENTS:

LANGUAGE ABILITY AND INTERPERSONAL COMMUNICATION

- Ability to read and interpret documents such as procedure manuals.
- Ability to write reports and correspondence.
- Ability to conduct meetings, make sales presentations and speak effectively while presenting information and responding to questions from, customers, civic leaders and the public.
- Effective oral and written communication skills required.
- Good negotiation skills.

MATHEMATICAL ABILITY

- Knowledge of basic math and bookkeeping procedures.

JUDGMENT AND SITUATIONAL REASONING ABILITY

- Good reasoning ability. Ability to apply common sense understanding to carry out furnished instructions in written and oral form.
- Aptitude to work with others, maintain heavy workloads and handle frequent interruptions.

JOB DESCRIPTION

CITY OF JOPLIN

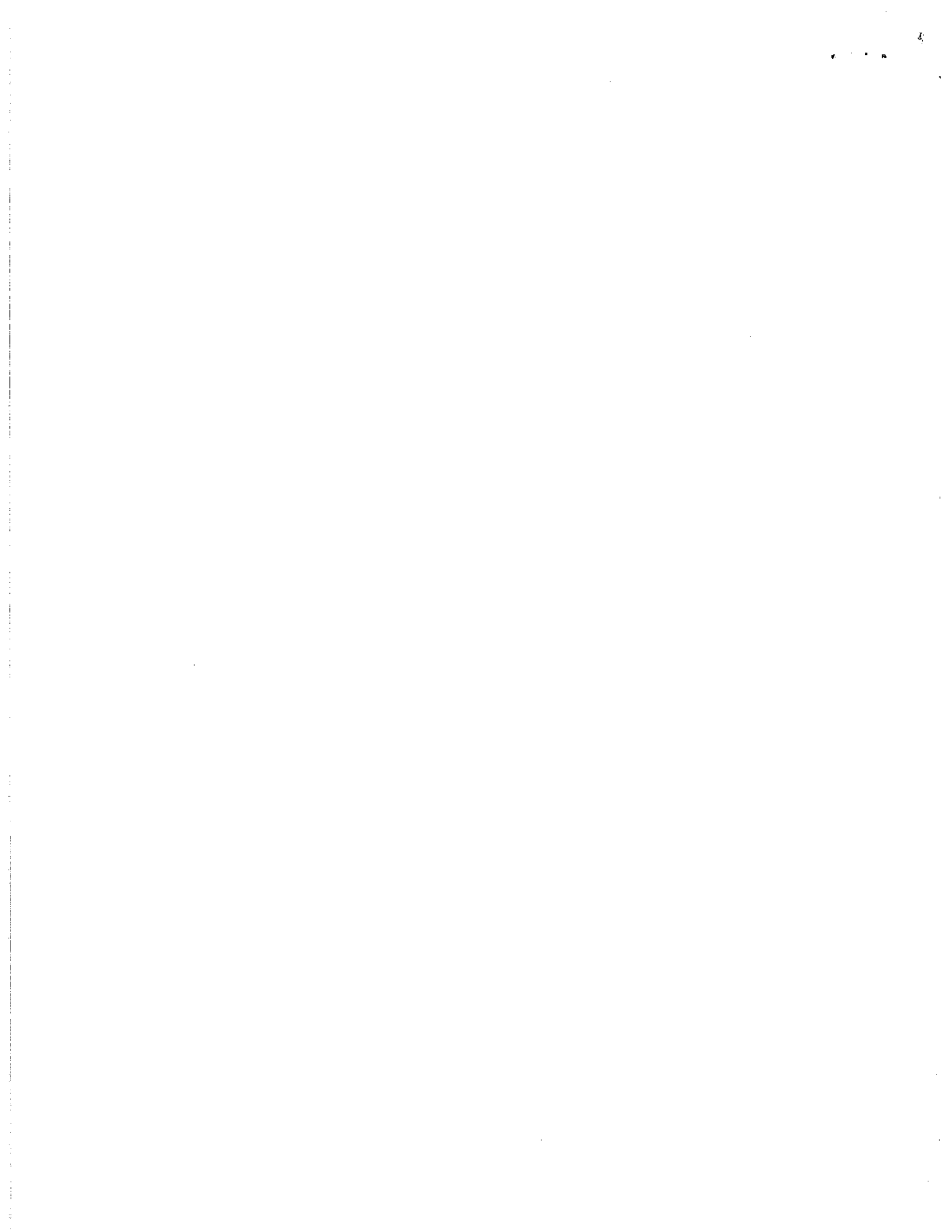
ASST. DIRECTOR CVB / DIRECTOR OF SALES/CVB

PHYSICAL REQUIREMENTS

- Requires high levels of sitting and standing; manual dexterity sufficient to operate essential job-related equipment such as computers, typewriters, FAX machines, copiers, telephones, web-based search engines, and social media platforms.
- Must be sighted, hearing, and mobile to such a degree as not to compromise safety rules or the safety of self or others while working.

GENERAL QUALIFICATIONS:

- Bachelor's Degree in a tourism or hospitality related discipline, business administration, or marketing, and two to five years related direct sales management experience and/or training; or equivalent combination of education and experience.
- Must possess a valid driver's license and be able to successfully complete a thorough background check, and successfully complete a physical exam and drug test.



JOB DESCRIPTION
CITY OF JOPLIN
SENIOR CLERK / TOURISM ADMINISTRATION

Exhibit C

TITLE: SENIOR CLERK / TOURISM ADMINISTRATION
DEPARTMENT: CONVENTION & VISITORS BUREAU

DESCRIPTION: Under general direction, is responsible for management of the general office-wide administrative and operational needs of the Joplin Convention & Visitors Bureau (JCVB) of the City of Joplin.

GENERAL DUTIES AND RESPONSIBILITIES:

THE FOLLOWING DUTIES ARE NORMAL FOR THIS TITLE. THESE ARE NOT TO BE CONSTRUED AS EXCLUSIVE OR ALL-INCLUSIVE. OTHER DUTIES MAY BE REQUIRED AND ASSIGNED.

- Keen knowledge, interest and ability to promote Joplin as a destination.
- Efficient oral and written communication skills.
- Attendance and dependability.
- Must maintain confidentiality.

SPECIFIC TASKS AND RESPONSIBILITIES:

WHILE FOLLOWING TASKS ARE NECESSARY FOR THIS POSITION, THEY ARE NOT AN ESSENTIAL PART OF THE DUTIES OF THIS POSITION AND MAY ALSO BE PERFORMED BY OTHER EMPLOYEES.

- Answers the telephone and properly directs calls as necessary.
- Distributes incoming mail.
- Greets guests into the bureau; answering their questions, encouraging them to visit Joplin attractions and events, and providing good customer service.
- Manages budget procurement items, check request and Purchase Orders.
- Maintains a neat and tidy visitor reception area.
- Assists Director with correspondence and other projects as needed.
- Conducts local tours when needed.
- Monitors the inventory of JCVB publications and other regional tourism brochures.
- Schedules and supervises all intern employees.
- Manages and procures for JCVB give-away and promotional item inventory.
- Enter Visitor Guide and other JCVB collateral orders in Inventory Module.
- Submit events to Missouri Life and Missouri Division of Tourism websites.
- Enters inquiry requests from voicemail, email leads list into JCVB database.
- Manages incoming Leads database; maintain, upload, and merge scans for duplicates – tracking for duplicates per source.
- Processes and mails first-class visitor packets daily, assists with regular mail and handles bound printed matter and bulk mailing.
- Team member of the VisitJoplinMO experience.
- Facilitates a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds.

OTHER TASKS, DUTIES AND RESPONSIBILITIES:

CONVENTION & VISITORS BUREAU
ORDINANCE#: 2018-0XX

APPROVED: X.X.18
PAY RANGE: 130

120418

JOB DESCRIPTION
CITY OF JOPLIN
SENIOR CLERK / TOURISM ADMINISTRATION

- The duties and responsibilities listed in this job description shall not to be construed as an exclusive or all-inclusive list of the duties associated with this position.
- The supervisor may on occasion assign other duties which are not specifically listed in this job description, provided the employee is qualified and certified/licensed to perform these additional functions.

GENERAL PHYSICAL REQUIREMENTS:

LANGUAGE ABILITY AND INTERPERSONAL COMMUNICATION

- Ability to read and interpret documents such as procedure manuals.
- Skill in establishing and maintaining effective working relationships with other City employees at all levels and the public; serve as an ambassador.

MATHEMATICAL ABILITY

- Knowledge of basic math and bookkeeping procedures.

JUDGMENT AND SITUATIONAL REASONING ABILITY

- Knowledge of the staff and operating policies/procedures of the JCVB.
- Good reasoning ability. Ability to apply common sense understanding to carry out furnished instructions in written and oral form.
- Aptitude to work with others, maintain heavy workloads and handle frequent interruptions.

PHYSICAL REQUIREMENTS

- Requires high levels of sitting and standing; manual dexterity sufficient to operate essential job-related equipment such as computers, typewriters, FAX machines, copiers, telephones, web-based search engines, and social media platforms.
- Must be sighted, hearing, and mobile to such a degree as not to compromise safety rules or the safety of self or others while working.

ENVIRONMENTAL ADAPTABILITY

- Knowledge of general office procedures, including filing systems, formats for various reports and correspondence, and the operation of standard office equipment/machines.
- Skill in operating standard office equipment/machines, including computers, FAX machines, copiers, calculators, and telephones.
- Skill in operating a keyboard to type correspondence and/or to enter information into various computerized data bases.
- Skill in preparing a variety of records, reports, and correspondence using MS Office applications.
- Skill in maintaining filing/records systems.
- Must be able to read and interpret policies and documents.

JOB DESCRIPTION
CITY OF JOPLIN
SENIOR CLERK / TOURISM ADMINISTRATION

GENERAL QUALIFICATIONS:

- Graduation from high school or G.E.D. equivalent.
- Experience equivalent to two years full-time clerical support work, office management, or bookkeeping. Two or more years' experience in tourism or hospitality a plus.
- Must possess a valid driver's license and be able to successfully complete a thorough background check, and successfully complete a physical exam and drug test.

