



EMPLOYMENT OPPORTUNITY

Explore Lincoln City Director

Annual Salary: \$98,000 - \$125,000

Full-Time/Exempt
Excellent Benefits Package

Open Until Filled
First Look on March 17, 2023

Lincoln City is looking for an experienced and dynamic tourism and marketing director to join Explore Lincoln City's team! The Director of Explore Lincoln City will plan, direct and oversee the operations and personnel of the City's Destination Marketing Organization. This includes strategic planning, branding, paid advertising, promotions, public relations, social media and all other outward-facing efforts that influence the reputation and desirability of Lincoln City as a vacation destination. The position also provides tourism-related programs in support of the City's lodging, restaurant and retail industries.

Must be able to pass a pre-employment background investigation, including employment and education verifications.

TO APPLY:

- Complete the City's online application at www.lincolncity.org
- Résumé required—save as a PDF and upload to the application platform
- Cover letter required—include a cover letter with your résumé that explains your interest in the position and highlights your qualifications related to specific items in the job description
- Respond to the essay questions outlined on the following page—save responses as a PDF and attach to your résumé when uploading
- Samples of any relevant project deliverables you created are encouraged, but not required

All required items must be submitted by 5:00 p.m. on March 17, 2023 to be included in the first look for consideration and advancement to the next recruitment phase.

Questions about the recruitment should be directed to:

Abigail Edwards, Director of Human Resources
aedwards@lincolncity.org
541-996-1201

Posted: February 24, 2023

Essay Questions

The Director of Explore Lincoln City serves as the City's leader for strategic marketing in support of the local tourism industry.

To gain a better understanding of your experience in tourism, marketing strategy and media management, please respond to the following questions. Each response should be limited to no more than one page, single-spaced, and typed with a 12 point font. You may provide supporting documents—reports, or links to projects online that show your quality of work and final product (branding initiatives, commercials, tourism statistics, etc.).

1. Explore Lincoln City is a strategic marketing organization. Please explain your understanding of marketing strategy, how an effective strategy is developed and why it's important.
2. Explore Lincoln City uses a vertically integrated marketing agency for creative development, paid media planning and media placement. ELC also has a public relations firm to deliver earned media placements. Please tell us your experience in using marketing agencies and how to best efficiently and effectively use them as a resource.
3. Lincoln City's main industry is tourism. The ELC Director has a responsibility to maintain a positive spin on all outward-facing efforts that influence the reputation and desirability of Lincoln City as a vacation destination. Discuss your community involvement. How would you represent ELC to the community at large? Who do you see as key stakeholders? How would you become part of the Lincoln City community?

Responses should be uploaded as PDF documents with your résumé in the online application. Applications that do not include responses to all portions of the recruitment may not be considered.



ORGANIZATION: City of Lincoln City
JOB TITLE: Explore Lincoln City Director
FLSA STATUS: Exempt, Grade 23
UNION: Non-Represented
UPDATED: February 2023

PURPOSE OF POSITION: Plan, direct and oversee the operations and personnel of the City's Destination Marketing Organization, Explore Lincoln City. This includes strategic planning, branding, paid advertising, promotions, public relations, social media and all other outward-facing efforts that influence the reputation and desirability of Lincoln City as a vacation destination. Also provide tourism-related programs in support of the City's lodging, restaurant and retail industries.

ESSENTIAL JOB FUNCTIONS:

Prepare and direct the execution of a strategic marketing plan, including marketing/media programs designed to enhance the City's position as a major tourism destination. Identify and develop new markets. Gather and analyze data and make metric-driven decisions based on potential return on investment.

Prepare and manage a plan for providing visitor information, from print collateral distributed through traditional channels to digital communications to visitors to the face-to-face opportunities provided through the Lincoln City Welcome Center. Manage the staff, budget and operations of the Lincoln City Welcome Center.

Prepare and present annual department budget request to City Manager and/or City Council. Manage and monitor approved department budget of \$3.4 million dollars (amount current as of 7/1/2023). Review and approve Requests for Proposals and expenditures. Ensure that all expenditures are consistent with State and Municipal legal requirements. Manage marketing partnership funds.

Establish attainable, data-driven departmental objectives. Make the most efficient and effective use of resources available.

Ensure that the department operates in a strategic manner, so that all staff efforts, programs and campaigns are aligned with clear overarching objectives and strategies. Simply put, make sure all the ELC's resources are strategically aligned with the department's marketing efforts work in concert and reinforce each other.

Incorporate Diversity, Equity and Inclusion in the marketing efforts for Lincoln City. Develop a deep understanding of the City's history and culture and use it in the development of tourism offerings.

Motivate and supervise department personnel, including assigning and monitoring work, evaluating performance, addressing performance issues and hearing grievances. Make recommendations for hiring and termination. Ensure that adequate tools, supplies and training are available. Above all, provide opportunity for staff to grow. Give ownership to projects and areas, reward accomplishments and give every staff member a reason to have pride in what they do.

Provide adherence to all City and departmental personnel policies and procedures, applicable employment laws and collective bargaining agreement provisions, within budgetary restrictions,

including ensuring compliance with payroll rules. Understand the purpose of each department within the City. Identify areas of mutual opportunity between City departments. Develop interdepartmental cooperative efforts which result in a better guest experience, a healthier business community and a better place to live for residents.

Coordinate and network with agencies, community groups and other marketing organizations. Act as staff liaison to committees and local service organizations. Become a visible, valued member of the community. Attend City Council and other meetings, including presenting department reports to the City Manager, Committees, and City Council.

Be the City liaison to Travel Oregon, Oregon Coast Visitors Association and other organizations that offer resources and funding to enhance Lincoln City's tourism marketing efforts. Seek out and apply for grant opportunities.

Practice continual process improvement in all Explore Lincoln City functions. Be cognizant of an ever-changing media environment, assign metrics for success to all programs and make difficult decisions when it is necessary to drop underperforming programs and reallocate resources to something that will provide a higher probability of success.

Act as Public Information Officer in an emergency.

Use Microsoft Office, City email and other City programs and systems to perform job duties. This includes engaging in appropriate and professional communications internally and externally as needed to perform job duties.

Maintain professional, respectful, productive and cooperative working relationships with City staff, other organizations and the general public. Act as a role model within the organization and demonstrate through words and actions appropriate behavior and strong leadership.

Follow all safety rules and procedures for work areas. Correct and/or report unsafe conditions. Model safe work practices for staff.

Drive City owned vehicles.

Other related duties as assigned.

AUXILIARY JOB FUNCTIONS: Provide assistance to other City staff as workload and staffing levels dictate. Maintain proficiency by attending training and meetings, reading materials, and meeting with others in areas of responsibility. Maintain work areas in a clean and orderly manner.

JOB QUALIFICATION REQUIREMENTS:

MANDATORY REQUIREMENTS: Four-year university education in marketing, tourism, public administration or a related field. At least eight years of relevant experience with at least five years in a Destination Marketing Organization or similar organization and three years of strong and dynamic leadership with a consensus building character and responsible budget management, or any

satisfactory combination of experience and training that demonstrates the knowledge, skills and abilities to perform the above duties. Proven ability to create and oversee a strategic marketing plan. Broad knowledge of and experience with multi-channel marketing, the tourism industry and public relations techniques. Considerable knowledge of and experience with supervision, training, assessment and staff utilization principles. Excellent communication (verbal, written and public speaking), intermediate to advanced technical skills, strong research and analytical skills and high standards and ethics. Demonstrated strong organization, attention to detail and time management skills with the ability to succeed in a political arena. Demonstrated ability to be creative, identify the uniqueness of a destination and present it as desirable and fun.

SPECIAL REQUIREMENTS/LICENSES: Oregon Driver's License with good driving history.

DESIRABLE REQUIREMENTS: Previous experience with a unionized workforce. Direct experience with interactive marketing applications.

PHYSICAL DEMANDS OF POSITION: While performing the duties of this position, the employee is frequently required to sit for extended periods, communicate, reach and manipulate objects, tools or controls. The position requires mobility. Duties involve moving materials weighing up to 10 pounds on a regular basis and may infrequently require moving materials weighing up to 40 pounds. Manual dexterity and coordination are required approximately 70% of the work period while operating equipment such as computer keyboard, calculator, telephone and other standard office equipment.

WORKING CONDITIONS: Usual office working conditions. The noise level in the work area is typical of most office environments with telephones, personal interruptions and background noises.

SUPERVISORY RESPONSIBILITIES: Responsible for five FTE and one PTE employees, either directly or through subordinate supervisors, including overseeing volunteer and temporary staff.

SUPERVISION RECEIVED: Works under the general supervision of the City Manager.