



Eastern Band of Cherokee Indians

Job Description

Position ID Number:	908013004	Last Revised:	03/26/2018
Position Title:	Destination Marketing Director	Department:	Destination Marketing
Reports to:	Secretary of Commerce	Division:	Commerce

Primary Function: Supervises the Tribe's Destination Marketing efforts to support the Community and Economic Development goals and objectives to promote the advancement of the Tribe and to meet the strategic goals of the Tribe. Develops and implements a Strategic Work Plan for the Department and the Comprehensive Marketing Strategy for the Tribe that includes all advertising, public relations and promotions related to increasing visitation and travel expenditures for the Tribe.

Job Duties and Responsibilities:

- Develops the annual marketing and public relations budget.
- Holds weekly staff meetings to ensure proper communication with staff.
- Supervises any outside contractors for the DMO.
- Assists with marketing and public relations advice, counsel, strategies and material for all Tribal entities.
- Evaluates of Tribal marketing and public relations strategies on regional, state and national levels, and makes recommendations for modifications as needed to maximize successful results.
- Keeps the Secretary of Commerce informed of project operations, activities, unusual circumstances and appropriate communications.
- Promotes a positive Tribal reputation by responding to unusual comments and complaints by representing Tribal policies and position on issues.
- Supervises special events, ceremonies, and other activities intended to develop interest in Cherokee, NC and the Tribe.
- Supervises the Destination Marketing staff to include the coordinators of Fairgrounds, Visitor Services and Welcome Centers, Special Events, group tours, contracted agents and other staff.
- Development of grants for funding of Tribal projects when needed when marketing, public relations and tourism grant opportunities become available.
- Supervises departmental involvement with marketing and public relations organizations, industry trade shows, FAM tours, special promotional events, and business development trips.
- Supervises communication services of the Welcome Centers (i.e. 24 hour phone line, email inquiries, correspondence, web site, and fax).
- Oversees the preparation of contracts with publishers, advertising agencies and other entities.
- Supervises the arrangements coordinated through the department for visitors, press and travel professionals visiting the area.
- Maintains all reports, record files, and logs as required.
- Performs all duties according to established safety guidelines and tribal polices.
- Performs other duties as required as requested by the Secretary of Commerce.

Education /Experience:	<ul style="list-style-type: none"> • A Bachelor of Science degree in Finance, Economics, Marketing, Business or related field is required. Master's Degree in Marketing or a closely related discipline is preferred. • Must have a minimum of ten (10) years' experience in an upper level marketing, or closely related discipline to qualify for position. • Minimum of three to five (3-5) years demonstrated supervisory experience required. • Valid NC Driver's License required. Six to nine months would be necessary to become proficient in most phases of the job.
Job Knowledge:	<p>Must have a thorough knowledge of policies and procedures, methods, practices and techniques of marketing and public relations and special events. Skills required include, but are not limited to the ability to communicate effectively, both verbally and written. Must understand and have a thorough knowledge of Tribal culture, history, the region's geography and the local business community.</p> <p>Must understand the goals and objectives of the Tribe's Department of Commerce. Must have a general knowledge of developing grants. Requires a thorough understanding of various computer software programs. Requires the ability to establish and maintain effective working relationships with coworkers and stakeholder groups to promote a positive public image for the Tribe. Requires the ability to compile data and prepare specified reports and recaps, and summaries. Must present a professional appearance at all times.</p>
Complexity of Duties:	Works under the general guidance of the Secretary of Commerce. Handles assignments which are complex and varied, ranging from routine operations to planning, analysis of circumstances and problem solving which required original and independent thinking, use of judgment to interpret and analyze facts and circumstances surrounding problems or transactions and to determine appropriate action to be taken to complete job assignments, operating within the limits of accepted practices.
Contact with Others:	Has frequent contact with subordinates, programs and divisions. Tact, decorum, and professional etiquette are required in the exchange of information. Responsible for ensuring that regular contacts concerning controversial subjects or supervisory matters are handled with tact to avoid friction and obtain cooperation.
Confidential Data:	Has access to personnel files, payroll, budget information, departmental strategies, and management discussions that should be confidential. Must adhere to all tribal confidentiality policies and procedures. More than average degree of discretion is involved.
Mental /Visual /Physical Effort:	Must give attention to detail be able to multi-task and prioritize on situations or projects at any time and is subject to frequent interruptions requiring varied responses. May include scheduled deadlines. Mental concentration varies with duties. Planning, problem solving, and supervising require the most attention to detail and mental effort. Persons with mental or physical disabilities are eligible as long as they can perform the essential functions of the job after reasonable accommodation is made to their known limitations. If the accommodation cannot be made because it would cause the employer undue hardship, such persons may not be eligible. Must be able to lift 25 pounds and carry 5 pounds on a repetitive basis
Environment:	Performs administrative duties in an office setting. Programs and activities could involve exposure to all types of weather conditions.
Extent of Supervision:	Reports to the Secretary of Commerce and follows well-defined procedures and guidelines as prescribed by Tribal policies and the strategic marketing plan. Assists Secretary of Commerce

with budgets, selection, motivation, training, evaluation, discipline and termination of employees; and development of long-range goals and objectives for the Department that are aligned with Division and Tribal goals.

Scope of Supervision:

Supervises the direct work of all employees in the Department and is responsible for day- to-day operations of the Department. Supervises the Destination Marketing staff to include the coordinators of Fairgrounds, Visitor Services and Welcome Centers, Special Events, group tours, contracted agents and other staff.

Supervision Received:

Reports to the Secretary of Commerce and follows well-defined procedures and guidelines as prescribed by Tribal policies and the Strategic Marketing Plan. Works independently with latitude for creative thinking to achieve program goals. Arranges own work and coordinates work with others, referring only unusual cases to the director.

Responsibility for Accuracy:

Probable error may be serious such as a decline in visitations. Errors could result in confusion causing delays in program operations. Error would become apparent in normal business cycles, however correcting and adjusting could involve considerable expense.