

Los Alamos County

Job Description and Classification



LOS ALAMOS

JOB TITLE: Tourism and Marketing Program Manager
JOB CODE: 123
CLASSIFICATION: Exempt
DEPARTMENT/DIVISION: Community Development/Economic Development
SUPERVISOR: Community Development Director or Designee

Position Summary:

Under the general supervision of the Community Development Director or designee, the Tourism and Marketing Program Manager, plans and coordinates marketing, media relations, advertising, public relations, and scheduling to promote tourism and economic development. The role develops and executes tourism and marketing plans, supports brand management, and organizes events that enhance community engagement. Responsibilities also include contract administration, project management, content creation, and maintaining confidentiality of privileged information.

The general level and nature of this position are described in the headings below. This is not an all-inclusive list of all responsibilities, duties, and skills required of personnel in this classification. Duties, responsibilities and activities may change at any time.

Essential Duties and Responsibilities:

- Serve as the primary Public Information Officer for the Community Development Department and all tourism-related matters, exercising independent judgment in managing media inquiries, crafting public messaging, and publicly representing departmental positions.
- Develop, own, and implement countywide tourism and destination marketing strategy, including multi-year tourism marketing plans and advertising strategies designed to increase visitation, room occupancy, and tourism-related economic activity.
- Act as the County's lead representative within the tourism sector, including engagement with regional and national tourism publications, travel professionals, industry organizations, and partner agencies.
- Attend meetings, events, conferences, and industry functions as required to represent the County and support the tourism and community development initiatives.
- Own and steward the County's visitor brand identity and Community Development brand, establishing standards and ensuring consistent application across all print, digital, and public-facing platforms.
- Provide strategic oversight of all tourism and Community Development digital platforms, including websites and social media channels, with responsibility for editorial direction, content standards, messaging consistency, and audience engagement.
- Plan, direct, and oversee the design, development, promotion, and execution of tourism and community development programs and events, ensuring alignment with county goals, branding standards, and economic development priorities.
- Serve as contract lead and liaison for marketing and tourism contracts, with responsibility for monitoring budgets, deliverables, schedules, and performance, and coordinating solicitations, invoice approvals, and contract compliance.

- Build and maintain strategic relationships with local businesses, lodging partners, attractions, nonprofits, and community organizations to maximize coordinated marketing efforts and tourism impact.
- Provide staff liaison support to the Lodgers' Tax Advisory Board, including agenda development, public materials, and official meeting documentation.
- Analyze tourism, marketing, and performance data; prepare and present reports to inform strategic decision-making and program direction.
- Collaborate across departments to ensure cohesive countywide messaging, coordinated marketing efforts, and alignment of public communications.
- Monitor industry trends and best practices in tourism, destination marketing, and public communications, applying insights to develop innovative programs that enhance visitor experience and economic outcomes.
- For assigned issues or projects, assist in facilitating and resolving sensitive matters involving citizens, agencies, or the County.
- In emergency situations, serve as Joint Information Center Manager or primary Public Information Officer designee, supporting Emergency Operations Center communications.
- Act as the County's Film Liaison.
- Perform related duties as required.

Minimum Qualifications:

- Bachelor's degree in communications, marketing, public relations, journalism, tourism management, economic development, or a closely related field.
- Five (5) years of progressively responsible experience in marketing, public relations, communications, tourism promotion, or a related field, including responsibility for developing and implementing marketing or communications initiatives

Preferred Qualifications:

- Master's degree in communications, public administration, marketing, tourism management, urban planning, or a related field.
- Experience serving as a Public Information Officer or primary media contact for a public agency or large organization.

Knowledge, Skills, and Abilities:

- Knowledge of principles and practices of strategic communications, public relations, and destination marketing, including multi-year planning and campaign development, and implementation of destination marketing or tourism strategies such as advertising campaigns and visitor engagement initiatives.
- Knowledge of public relations and technical writing techniques.
- Knowledge in media relations practices, including message development, spokesperson responsibilities, and risk-aware public communications.
- Knowledge of branding principles and brand stewardship across print, digital, and public-facing platforms.
- Knowledge of digital communications platforms, including web content management systems, social media strategy, analytics, audience engagement tools, and management of organizational websites and social media channels.
- Knowledge of contract administration principles, including scope monitoring, budget tracking, deliverable review, and vendor coordination.

- Knowledge of public sector organizational structure, decision-making processes, and working relationships with elected officials, advisory boards, and partner agencies.
- Knowledge of applicable laws, policies, and ethical standards related to public information, transparency, and confidentiality.
- Knowledge of economic development concepts, tourism funding mechanisms, and lodgers' tax-supported programs.
- Skill in organizing resources and establishing priorities.
- Skill in strategic planning and execution skills, including the ability to translate county goals into effective communications and tourism initiatives.
- Skill in written and verbal communication, including the ability to craft clear, accurate, and audience-appropriate messages for public release.
- Skill in media relations and interpersonal interaction sufficient to represent the County professionally with journalists, partners, and the public.
- Skill in project and program coordination, including managing multiple initiatives, timelines, and stakeholders simultaneously.
- Skill in analysis and evaluation of data, program effectiveness, and strategies based on performance and trends.
- Skill in working effectively and collaboratively across departments and with external organizations, businesses, tourism organizations, and nonprofits.
- Skill in operating business computers and office machines, including in a Windows environment, specifically Word, Excel, Access, and presentation software (such as PowerPoint).
- Ability to manage competing priorities while maintaining attention to detail and consistency.
- Ability to utilize advertising and marketing promotion techniques.
- Ability to plan, organize, and facilitate a range of special events.
- Ability to lead and coordinate complex communications and marketing efforts without direct supervision.
- Ability to maintain professionalism and composure when addressing sensitive, high-visibility, or time-critical issues.
- Ability to develop and maintain recordkeeping systems and procedures.
- Ability to communicate complex information clearly to diverse audiences, including the public, media, boards, and elected officials.
- Ability to build and sustain productive working relationships with internal departments and external partners.
- Ability to adapt to changing priorities, emerging issues, and evolving industry trends.
- Ability to maintain confidentiality.

Physical Demands:

While performing the duties of this job, the employee routinely sits, stands, walks, talks, and hears. The employee regularly uses manual dexterity and visual acuity to complete tasks. The employee may occasionally lift and/or move up to 25 pounds.

Work Environment:

Work is performed in a professional office environment with a moderate noise level, occasionally working under stressful conditions and for extended periods of time. This position routinely uses standard office equipment such as computers, phones, and photocopiers. Evening, holiday, and weekend work outside of normal business hours may be required as well as travel and attendance at meetings.

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Each and every county position requires the following professional skills and abilities as key and necessary elements of performance. Employees are required to:

- Demonstrate regular and reliable attendance;
- Work well with others and participate fully in a team oriented environment;
- Interface with other employees and customers in a courteous and respectful manner;
- Project positive support of their department and all county organizations at all times; and,
- Maintain and enhance the county's commitment to customer service excellence.

Approvals:

Department Director: _____ Date: _____
(signature)

Human Resources Manager: _____ Date: _____
(signature)

Reviewed:

Revised: