



CITY OF  
**SCOTTSDALE**



# Tourism & Events Director

CITY OF SCOTTSDALE, ARIZONA

# INTRODUCTION

The City of Scottsdale is conducting a search for a new Tourism & Events Director. This opportunity requires a visionary leader with a solid understanding of tourism and special events.

Located in the beautiful Sonoran Desert, the City of Scottsdale is one of Arizona's 10 largest cities, with a population of more than 240,000. Scottsdale is internationally recognized as a visitor destination, and nationally recognized as one of the top markets for business performance, job growth, livability, and high quality of life.

With a rich history in tourism, Scottsdale is visited by more than 10 million people annually -- who come to experience Arizona's finest award-winning resorts, shopping and dining, along with the best in arts and culture, sports, special events and the natural beauty of the Sonoran Desert -- generating an economic impact of \$3.2 billion.

Scottsdale's strong tourism industry keeps taxes low and city service levels high. As one of the top places to live in the nation, Scottsdale is also recognized as



one of the nation's best-run cities. The city is home to growing industries in IT services and software, financial insurance services and technology, healthcare services and innovation, logistics management and tourism.

Explore the [Tourism & Events Strategic Plan](#).

# THE DEPARTMENT

The Tourism & Events Department operates within the Community and Economic Development Division and has a total of six capable and energetic staff members who support the economic vitality and unique lifestyle of Scottsdale by providing services, support, and funding for the development of tourism-related capital projects, events and event development, destination marketing and promotion as well as research.

The department also supports and works with Council appointed Tourism Development Commission; manages the special event permitting process from a regulatory perspective; manages and markets Old Town Scottsdale similar to a downtown association; and, through external contracts serves as the steward for the municipal collection of public art and cultural programming as well as the marketing and promotion of Scottsdale as a premiere visitor destination -- specifically with Scottsdale Arts, Scottsdale's Museum of the West and Experience Scottsdale.



## THE POSITION

The Tourism & Events Director responsibilities are diverse and crucial for promoting and managing responsible tourism and special event impacts, and driving economic development through tourism.

### ESSENTIAL FUNCTIONS:

- » Strategic Planning: Develops strategies, programs, and policies to promote responsible tourism and stimulate economic development by creating and managing a collaborative strategic plan for tourism and special events.
- » Supervision: Provides direct supervision, policy interpretations and administrative procedures for department staff; assigns and oversee various tourism-related programs, research, projects, and activities.
- » Leadership: Develops effective working relationships with various city directors as well as local organizations and elected leaders; works collaboratively with internal staff, business owners, leaders, and elected officials.



- » Engagement: Liaises with organizations, event organizers, tourism groups and related businesses at the local, regional, state, and national levels to collectively focus on increasing and managing tourism responsibly; addresses various community groups and City Council on tourism related matters; prepares reports and makes presentations to City Council.
- » Marketing and Promotion: Manages the contract with Experience Scottsdale who markets and promotes Scottsdale as a premiere visitor destination; oversees marketing strategies, website development, market research, promotional materials, and social media strategies to increase followers and implement marketing strategies for Old Town Scottsdale; collaborates and manages the creation of special events such as Scottsdazzle, Western Week and June Days; recognizes and develops special event opportunities for the newly renovated Civic Center and supporting the growth or return of events such as Tour de Scottsdale.
- » Analysis & Budget Management: Oversees the department's \$28.6 Million budget; collaborates with Scottsdale Public Art, Planning, Capital Project Management and Treasurer's office on 1% for the Arts; recommends and presents funding requests and uses of the Tourism Development Fund.



# THE IDEAL CANDIDATE

The ideal candidate is a dynamic, visionary leader, strategist, and excellent communicator who can inspire and engage diverse stakeholders and represent, promote, and market the city through participation with various tourism-related businesses, organizations, and producers of special events locally, statewide, regionally, and nationally.

The successful candidate has experience in leading an effective team by demonstrating and fostering a culture of teamwork, collaboration, innovation, and excellence; has experience working with boards of directors or commissions, and building collaborative relationships with diverse stakeholders; has a strong passion and desire to implement the existing five-year Tourism & Events Strategic Plan to ensure implementation of its vision and strategies, and; has proficiency in financial management, budgeting, and resource allocation.

This position requires a can-do, high-energy director who can delegate effectively and be successful in leading key initiatives, special events and programs. The position requires a leader who is willing to enthusiastically roll up their sleeves and be a working manager. While technical skills are important, it will be necessary for this individual to have excellent interpersonal skills, political acumen, and awareness; ability to encourage and listen to feedback; and work closely with elected officials, executive leadership, and staff from various departments, while adapting quickly to changing priorities in a fast-paced organization.



## MINIMUM QUALIFICATIONS

### EDUCATION AND EXPERIENCE

- » A bachelor's degree in business administration, public administration, public relations, marketing, tourism, or other relevant field from an accredited educational institution.
- » Seven or more years of progressively responsible leadership and managerial experience in an economic or tourism development organization.
- » Participation and leadership roles in relevant professional associations is desired.
- » Any equivalent combination of education and/or job-related experience that meets the minimum qualifications may be substituted.

### LICENSING, CERTIFICATIONS AND OTHER REQUIREMENTS

Every person employed by the City of Scottsdale shall reside in the State of Arizona during his or her active employment by the City, regardless of whether the employee is approved to remote work.

**Salary Range: \$110,240.00 - \$160,305.60**

**BENEFITS HIGHLIGHTS:**

The City of Scottsdale offers a comprehensive benefits package including:

- » 12 Paid Holidays, which includes 1 Floating Holiday
- » Vacation Accrual; starts at 10.3 hours/month
- » Sick Leave Accrual; 8 hours/month
- » Medical (which includes behavioral health coverage), Dental and Vision Benefits
- » City Paid Basic Life Insurance (equal to one times employee annual salary); option of Supplemental Life Insurance
- » Tuition Reimbursement; \$2,500/year
- » Participation in the Arizona State Retirement System (ASRS) Defined benefit plan with mandatory employer and employee contributions currently at 12.29% which includes a Long-Term Disability benefit
- » Supplemental Retirement Plans through Nationwide; 457
- » Pet Insurance
- » Bilingual pay compensation

Please visit the [Benefits Information](#) page for more information.

**SELECTION PROCESS:**

To be considered, please submit a cover letter and resume to: [HRsecure@scottsdaleaz.gov](mailto:HRsecure@scottsdaleaz.gov). Resumes should reflect years and months of positions held, as well as size of past organization(s).

Applicants whose education, training and experience most closely meet the needs of the position may be invited to participate in a selection process that may include a panel

interview. Successful candidates will receive a post-offer, pre-employment background screening that may include:

- » Fingerprinting search of the national FBI Database
- » Criminal Background screening

**The City of Scottsdale reserves the right to change this process at any time, potentially without advance notice.**

**PLEASE NOTE:** Years of experience are based on a work schedule of 2,080 hours per year for full-time positions and 1,040 hours per year for part-time positions, and while work experience may substitute for education on a year-for-year basis, depending upon the job classification, education may not be substituted for work experience.

**EQUAL EMPLOYMENT OPPORTUNITY:** It is the policy of the city to provide employment opportunities to all persons based solely on ability, regardless of race, color, religion, sex, national origin, age, sexual orientation, gender identity or disability.

When advised, reasonable accommodations will be made in order for an "otherwise qualified applicant" with a disability to participate in any phase of the recruitment process. Please contact Human Resources to request an accommodation. Persons with a disability may request a reasonable accommodation by contacting HR at (480) 312-2491. Requests should be made 24 hours in advance or as early as possible to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact HR at (480) 312-2491.

*This position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.*

