



GAVIN NEWSON
GOVERNOR

STATE OF CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-BIZ)

POSITION DUTY STATEMENT

Classification Title Supervisor I	Unit Division of Tourism	Name Vacant
Working Title Manager, Office of Tourism	Position Number 373-104-4800-001	Effective Date TBD

GENERAL STATEMENT

Under the general direction of the Executive Director of the Division of Tourism, the Supervisor I plans, organizes and leads the activities of the California Tourism Assessment Program and the California Welcome Center Program. The California Marketing Act provides for the marketing of California through an assessment of businesses that benefit from travel and tourism. The Tourism Assessment Program is responsible for the identification of those businesses and the collection of the assessment. The California Welcome Centers are the official State Visitor Centers offering valuable information and services to travelers. The Division of Tourism is responsible for the monitoring and coordinating of the 21 Welcome Centers in California.

ESSENTIAL FUNCTIONS

30%	Direct and supervise staff; establish priorities, goals and objectives of the programs; determine ongoing assignments and delegate responsibilities; direct daily activities and special assignments; review work products for accuracy and completeness; conduct, arrange, and approve training; provide personnel management including hiring, staff development, employee recognition, discipline, etc.
25%	Lead traditional and digital communication strategy for the Tourism Assessment Program; foster a customer centric culture; identify business community needs and develop resources that benefit user experience; respond to the most sensitive and complex issues in the assessment collection process, both verbally and in writing; plan and lead in person meetings and conference calls with Welcome Center Directors, direct program initiatives that benefit statewide visitor services.
20%	Provide statistical data and analysis of the Assessment Program to the California Travel and Tourism Commission (CTTC) staff and commissioners; lead Customer Relationship Management (CRM) development; Develop database management strategies; prepare confidential reports for the Executive Officer.
10%	Develop regulations and procedures related to program. Participate in work groups to gather industry recommendations for regulations, including agency staff, staff counsel, industry representatives, and state business owners.

10%	Meet with the Executive Director to develop and report on progress of unit objectives and work plans. Attend and conduct staff meetings; attend conferences and meetings; represent the Assessment Program at the California Travel and Tourism Commission meetings.
5%	Other duties as assigned by supervisor or supervisor's designee.

SUPERVISION EXERCISED
This is a full supervisory position and will require continuous management of the program and leadership to the analytical and office support staff.

SUPERVISION RECEIVED
The Supervisor I receives general supervision from the Executive Director of the California Travel and Tourism Commission.

PUBLIC AND INTERNAL CONTACTS
During the course of work, the incumbent has regular and frequent contact with governmental agencies, high-level members of business and economic development communities, private citizens and appointed and elected officials. These contacts command a high degree of sensitivity and awareness of the functions and interrelations of various government and private organizations.

INITIATIVE AND INDEPENDENCE OF ACTION
The incumbent is relied upon to develop and ensure the completion of assignments, and delegate work in complex situations without direct supervision. This position also requires a high level of problem-solving, technical skills, perceptive judgment, independence of action, and accurate assessment of intricate situations. The Supervisor I is responsible for independently planning, organizing, and leading the Tourism Assessment Program and California Welcome Center Program.

CONSEQUENCE OF ERROR
Delays, mistakes, or errors in judgment can lead to inaccurate information, poor relations, loss of credibility, and the loss of jobs and critical financing in California communities.

CERTIFICATION
This duty statement fairly represents actual responsibilities, duties performed and reporting relationship of the position. If any aspect of this statement is substantially changed, a new statement will be prepared and submitted to the Personnel Office.
I have read and understand the duties listed above and can perform them either with or without reasonable accommodation. Reasonable accommodation needs should be discussed with your hiring supervisor. If you are unsure whether you require reasonable accommodation, please inform your supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.

Employee Signature:

Staff Services Manager I	Date
Employee's Printed Name:	

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Supervisor's Signature:

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Executive Director, Division of Tourism	Date
Supervisor's Printed Name:	

DESIRABLE QUALIFICATIONS:

- At least 7-10 years of database management experience
- Attention to detail and meticulous documentation skills
- Possess computer techniques and tools for recording, researching, and processing data
- Background in Accounting
- Ability to effectively communicate with others in a polite and professional manner