

## **ECONOMIC DEVELOPMENT MANAGER/FILM COMMISSIONER**

### **DEFINITION**

Working closely with the Economic Development Director, the Economic Development Manager provides highly responsible, professional leadership for the planning and implementation of the county’s economic development department including proactive business recruitment, expansion and retention and the implementation of long-range economic development and tourism marketing strategies. This position also serves the sole role Mono County Film Commissioner representing the counties filming interests.

#### **Responsibilities include but are not limited to:**

- Serves as the appointed Mono County Film Commissioner, ensuring TV, commercials and feature films are attracted and facilitated in Mono County;
- The chief staff person managing and Implementing the effective functioning and interaction of the Board-appointed Mono County Economic Development, Tourism and Film Commission.
- Development and implementation of the Mono County strategic marketing plan including research and analyses regarding business retention and attraction, tourism marketing and promotion;
- Optimization of all tourism marketing tools and strategic plans, including the MonoCounty.org website, Economic Development website, print materials, and multi-media advertising and resources;
- Plan and conduct familiarization tours, trade shows, and promotion of Mono County in travel related media;
- Prepare and represent the county’s economic development efforts with local community groups, chambers of commerce, agencies, stakeholders and tourism partners;
- Research and develop familiarization tours for media and travel trade professionals, oversee trade show strategies, and optimize promotion of Mono County in travel-related and business media;
- Interaction with a multitude of agencies including, USFS, NPS, LADWP, BLM, State Parks, and private owners for filming, tourism and economic development activities.
- Implements and manages all community support grants including Community Event Marketing Fund, Historical Societies Grant Program, Performing and Visual Arts Grant Program and the Fish and Game Fine Fund Local Program Funding.

### **DISTINGUISHING CHARACTERISTICS**

This is a single-position Economic Development Manager classification which is responsible for developing, coordinating, and administering the county’s Economic Development efforts, grant development, tourism marketing and management of Filming. The position provides supervision, and training for assigned staff and volunteers, as well as the most complex analytical data, reports and recommendations for the Economic Development, Tourism and Film Commission.

### **REPORTS TO**

Economic Development Director

## **CLASSIFICATIONS SUPERVISED**

Provides supervision and work assignments for the Economic Development Coordinator and other staff, as assigned.

## **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (The following is used as a partial description and is not restrictive as to duties required.)**

- Plans, manages, and implements the County's economic development strategic plan and grant development, particularly as these efforts relate to Tourism, business retention/attraction initiatives, and diversification of the employment base;
- Provides direction, training, and work coordination for assigned staff;
- Serves as the Chief Staff person for the Mono County Economic Development, Tourism & Film Commission.
- High level contribution to the development of the annual marketing plan and budget;
- Develops and optimizes all marketing tools and strategies, including the MonoCounty.org website and Economic Development website, social media communications, public relations strategies, print materials, and multi-media advertising and promotional resources;
- Tracks and reports results of programs;
- Develops comprehensive trade show and outreach program analyses;
- Establishes and maintains on-going contacts with the tourism trade, local community groups, commissioners, chambers of commerce, and local business owners, agencies, and works with local citizens and groups to develop opportunities for cooperative programs;
- Develops information tracking and reporting systems;
- Conducts and staffs familiarization tours, trade shows, and other tourism development events;
- Creates and implements new travel products and economic development outreach programs;
- Ensures adequately trained volunteers and professional County representation at trade shows and other tourism development events;
- Makes public presentations on County economic development needs and issues;
- Works with local community groups in the development and implementation of economic development programs and efforts;
- Markets, meets with and offers support for independent, commercial and feature film scouts and producers.
- Represents Mono County on all film related issues including presentations to the Board of Supervisors, meeting with various agencies and attending film and trade related conferences and shows.

## **TYPICAL PHYSICAL REQUIREMENTS**

Sit for extended periods; frequently stand and walk; normal manual dexterity and eye-hand coordination; ability to lift and move objects weighing up to 45 lbs.; corrected hearing and vision to normal range; verbal communication; use of office equipment, including computer, telephone, calculator, copiers, and FAX.

## **TYPICAL WORKING CONDITIONS**

Work is performed in an office, trade show, and outdoor environments; continuous contact with other staff and the public.

## **DESIRABLE QUALIFICATIONS**

**Knowledge of:**

- Functions, policies, and operations of the Mono County Economic Development, Tourism & Film Commission
- Film permitting and production
- Methods and programs for the development of tourism, marketing, and promotion
- Economic development programs and methods
- Planning, development, implementation, and administration of county grants, including laws and regulations governing grants
- County financial policies, requirements, and procedures; statistical record keeping
- Project development, planning, and coordination
- Computer systems and software applications related to economic development, grant preparation, marketing and presentations
- Principles of training and project management
- County amenities, infrastructure and public lands

**Ability to:**

- Plan, organize, coordinate filming, tourism development and economic development programs and policies of the county
- Provide work coordination and project direction for assigned staff
- Perform a variety of the most complex technical, analytical, and administrative work in the development and implementation of County film, tourism and economic development programs
- Work with county Commissions, other county staff, grant funding, local and state agencies, and outside consultants in the development and administration of a variety of assigned programs
- Gather and organize data and prepare reports
- Develop and maintain tracking systems, records, and reports
- Use a computer and applicable software packages in the development and administration of assigned programs
- Effectively represent the Mono County Economic Development, Tourism & Film Commission, and assigned programs, in contact with other County staff, local community organizations, the public, and other government agencies
- Establish and maintain effective, positive and cooperative working relationships
- Provide exceptional customer service and accurate information to visitors, tourism partners, small business owners and staff, and prospective and existing client base

**Training and Experience:**

Possession of a Bachelor's Degree in economics, business administration, journalism, marketing, leisure studies, tourism or a related field is highly desirable.

Any combination of training and experience which would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Three (3) years of increasingly responsible work experience in economic development, tourism trade development, grant development and administration, and public information work, preferably including experience in working with local government organizations.

**DESIRABLE QUALIFICATIONS** (continued)

**Special Requirements:**

Possession of, or ability to obtain, a valid Driver's License, issued by an appropriate Department of Motor Vehicles.

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