



Alachua County
Tourism & Economic Development Director

Class Spec Code	1217	Established Date	10/22/2024
Last Revised Date	09/09/2025	Salary Range	\$48.26 - \$78.81
			Hourly
			\$3,860.44 -
			\$6,305.00
			Biweekly
			\$100,371.44 -
			\$163,930.00
			Annually
Bargaining Unit	CAW-SR Management (County At Will)	EEO	EEO4-Officials & Administrators
Occupational Group	N/A	FLSA	Exempt
Benefit Code	GEN	Physical Class	No

Class Concept

This is highly responsible administrative and managerial work promoting economic development and tourism for Alachua County.

An employee assigned to this classification performs a variety of routine and complex administrative, technical and professional work in the preparation and implementation of economic development and tourism plans, programs and services.

Work is performed under the general supervision of a higher-level supervisor and is reviewed through conferences, reports and observations of results obtained.

Examples of Duties

This is an emergency essential classification. Upon declaration of a disaster and/or emergency, all employees in this classification are required to work.

Exudes a positive customer service focus.

Advocates building organizational culture through aligning decisions with the County's core values.

Supervises and coordinates the activities of subordinate employees including determining work procedures and schedules; issuing instructions and assigning duties; reviewing work; recommending personnel actions; conducting performance reviews; and conducting departmental training and orientation.

Leads our staff offering guidance, training and support in an accountable, approachable and professional manner. Determines work procedures and schedules; issues instructions and assigns duties; reviews work; recommends personnel actions; and conducts performance reviews.

Establishes the overall direction and oversight of the Tourist and Economic Development Department, including strategic deployment of marketing and advertising, outreach and advocacy efforts, building strong working relationships with tourism and economic development staff; County departments; stakeholder groups; and local and state partners.

Establishes and monitors benchmarks for Tourist and Economic Development reporting, including ongoing monitoring across Key Performance Indicators (KPI's) for employment, business, and advocacy efforts. Determines timing and provides reporting to County leadership on an ongoing basis.

Develops and implements creative programs to recruit/retain employers in niche market sectors focusing on agriculture and food security, and the Eco-Loop project.

Serves as a liaison with the Chamber of Commerce, CareerSource North Central Florida, Florida Commerce, and all nine incorporated Alachua County cities/towns on economic development and tourism initiatives.

Manages budget and resources with an emphasis on responsible stewardship.

Provides data-driven reports/updates to the County Commission, Economic Development Advisory Board, Tourist Development Council, and other stakeholders regarding the department's goals and accomplishments.

Develops short- and long-range plans; gathers, interprets and prepares data for studies, reports and recommendations; coordinates activities with other departments and agencies as needed.

Determines recommendations for advertising, marketing and communications expenditures related to key messaging for economic development and tourism, with key audiences, messaging, and target markets strategically determined through asset inventories and research.

Oversees operation of the Alachua County Sports and Events Center, ensuring high-

caliber tourism and economic development events and activities.

Produces professional, accurate, quality reports.

Values lifelong learning to remain current on professional trends and takes a personal interest in the professionalism and career development of staff.

Achieves and sustains professional accreditations related to Tourist and Economic Development.

Coordinates the processing and issuance of industrial revenue bonds or other local economic development financing tools.

Monitors local, state and federal legislation and regulations relating to economic development and tourism, and reports findings, trends and recommendations to the County Manager.

Provides project management and fiscal oversight to any County operated redevelopment districts.

Writes, prepares and delivers articles, speeches and press releases about economic development and tourism in the county.

Requires in/out-of-state travel to meet with prospective business executives for recruitment/retention efforts.

Reviews Small Business Applications and certifies eligible businesses.

Attends all Economic Development Advisory Committee and Tourist Development Council meetings.

Oversees preparation and administration of grant applications related to areas of responsibility.

Works closely with Contracts, Legal, Finance & Accounting, and other internal and external stakeholders to negotiate and execute contracts, grants, and commitments.

Drives a personal vehicle regularly to perform duties as required.

Performs the duties listed, as well as those assigned, with professionalism and a sense of urgency.

NOTE: These examples are intended only as illustrations of the various kinds of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

KNOWLEDGE, SKILLS AND ABILITIES

Thorough knowledge of laws, ordinances, regulations and statutes governing workforce, business, industrial development functions and tourism.

Considerable knowledge of the purpose and scope of the program areas for economic development and tourism.

Considerable knowledge of marketing methods and techniques.

Knowledge of basic governmental accounting terminology and procedures.

Knowledge of principles and programs of Alachua County government.

Knowledge of governmental budget procedures.

Skill in the operation of the following equipment: personal computer, motor vehicle; calculator; telephone; copy machine; and fax machine.

Ability to effectively supervise and coordinate the activities of subordinate supervisors and employees.

Ability to research and collect data in order to make sound recommendations for program policies and procedures.

Ability to effectively communicate, both in writing and verbally, including public speaking.

Ability to translate technical data and information into an easily understood format for presentation.

Ability to analyze financial and accounting records and to prepare clear and concise reports.

Ability to develop programs that effectively resolve operational problems.

Ability to develop long-term plans and programs and to evaluate work accomplishments.

Ability to work effectively with elected officials, department directors, representatives of

other agencies, other County employees, members of the area business community and the general public.

Ability to exercise sound judgment in analyzing facts and trends. Ability to make effective presentations in a group or individual setting.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in office settings. Some outdoor work is required in the inspection of various land use developments and construction sites. Hand- eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is occasionally required to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch or crawl; talk or hear.

The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee is occasionally exposed to wet and/or humid conditions, or airborne particles.

The noise level in the work environment is usually quiet in the office, and moderate in the field.

Minimum Qualifications

Bachelor's degree with major course work in public administration, business administration or related field and five years of experience in economic development and/or tourism including two years of supervisory experience, or related field; or an equivalent combination of related training, education and experience. Applicants within six months of meeting the education/experience requirement may be considered for trainee status.

A Valid Florida Driver License is required and a Motor Vehicle Record that meets the requirements of Alachua County policy #6-7; Motor Vehicle Records will be reviewed prior to employment. If, in the past 24-month period, the applicants Motor Vehicle Record has more than three (3) moving traffic infractions or three (3) or more at fault motor vehicle accidents (or combination of both and /or a conviction/pending charge for driving under the influence) or is in violation of any standard mandated by Federal or State Law or Regulation, the minimum qualifications are not met for the position.

Successful completion of all applicable background checks pre-hire and ongoing are required.

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