

CITY OF BEREA
POSITION DESCRIPTION

Class Title: Program Manager

Department: Tourism

Supervisor: Executive Director

Supervises: None

Class Characteristics: The Program Manager has operational and management responsibilities for programming, process and effort of initiatives of the Berea Tourism Commission, including Festival of Learnshops, HOW program, and Make It, Take It, Give It, and Studio Artists at Berea; performs work as directed by the Executive Director; performs related work as required.

Distinguishing Features of the Class: Employees in this class report directly to the Executive Director. The Program Manager manages the activities of planning staff members as they are involved in the project and accounting, communications and administrative staff assigned to the program. Oversees all consultants and contractors to ensure contracts and agreements are executed and implemented to the satisfaction of the Executive Director.

General Duties and Responsibilities (Illustrative Only):

Essential:

- 1.Plans, directs, coordinates and leads activities to ensure that established goals and objectives are accomplished.
- 2.Establishes work plan and staffing for each phase of program and arranges for assignments.
- 3.Outlines work plan to assign duties, responsibilities, and scope of work.
- 4.Reviews status reports prepared by program personnel and modifies schedules or plans as required.
- 5.Prepare and reviews program reports for presentation to the Berea Tourism Commission.
- 6.Confers with project personnel to provide technical advice and to resolve problems.
- 7.Works closely with stakeholders to develop collaborations.
- 8.Collaborates with all staff members to ensure the organization is able to achieve established goals and objectives.
- 9.Supervises program delivery.

Non-Essential: None.

MINIMUM QUALIFICATIONS

Training and Experience: Bachelors degree in Business or Public Administration, Communications, advertising, marketing, graphics, education, web development, communications,

English, IT, theater, art or related field supplemented by work experience or training in managing programs.

Special Knowledge, Skills and Abilities:

Knowledge:

1. Thorough knowledge of managing programs from concept to completion.
2. Knowledge of, or ability to learn, the goals and objectives of the Tourism and Convention Commission.
3. Knowledge of, or ability to learn, the Commonwealth of Kentucky statutes and administrative regulations relating to Tourism and Convention Commissions.
4. Thorough knowledge of, or ability to learn, the City of Berea in order to assist with marketing strategies.
5. Thorough knowledge of city government, including all aspects of city government that relate to the Tourism and Convention Commission.

Skills:

1. Management skills.
2. Organizational skills.
3. Communication skills.
4. Skill in dealing with local businesses, local citizens, tourists, and the general public.

Abilities:

1. Ability to implement and manage programs and projects for the Tourism Commission from conception through completion.
2. Ability to supervise program team members while assisting with the duties and responsibilities.
3. Ability to communicate effectively, orally and in writing.
4. Public speaking abilities.
5. Ability to prepare and/or supervise the preparation of required records, reports, etc.; ability to insure that reports and forward to required agencies on a timely basis.
6. Ability to establish and maintain effective working relationship with city government administrators, members of the Tourism and Convention Commission, employees, citizens, businesses, and the general public.

ADDITIONAL INFORMATION

Instructions: Very general; must use own judgment most of the time.

Processes: Must frequently refine existing work methods and develop new techniques, concepts, or programs within established limits or policies.

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Review of Work: Work is reviewed through written reports and verbal presentations.

Analytical Requirements: Assignments require analysis of figures, data trends, and results of all kinds which directly affect the policy of the Commission.

Tools, Equipment and Vehicles Used: Must operate vehicle as a job requirement; normal office equipment, including computer, telephone, etc.

Physical Demands: Work involves sitting, standing, stooping, walking; lifting light objects of less than 25 pounds is a requirement of the job; must drive vehicle as a requirement of the job.

Contacts: Frequent public and internal contacts requiring tact and diplomacy are requirements of the job.

Confidential Information: Limited use of confidential information.

Mental Effort: Moderate.

Interruptions: Constant.

Special Licensing Requirements: Must possess and maintain a valid driver's license.

Availability: Must be able to attend meetings at irregular hours.

Certification Requirements: None.

Additional Requirements: Must meet the job-related physical and psychological requirements in effect at the time of appointment, and must pass any job-related mental, psychological and/or physical qualifying examinations that may be prescribed.

Overtime Provision: Non-exempt