

POSITION DESCRIPTION

Position Title: **Convention and Visitors Bureau Manager**
Department: **City Manager**
Division: **Administration**
FLSA: **Exempt**
Retirement: **KPERS**
Effective Date: **March 6, 2026**

GENERAL PURPOSE

Manages and oversees the day-to-day operations by performing a variety of routine and complex administrative, technical and professional work in the preparation and implementation of public information tools, programs and services. Organizes and oversees convention and tourism activities and event planning for certain City events.

SUPERVISION RECEIVED

Works under the general supervision of the Assistant City Manager.

SUPERVISION EXERCISED

Responsible for the direct supervision of CVB Coordinator and administrative support staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

(Duties listed below do not include all tasks which may be performed.)

- City leader in marketing historic and museum destinations, businesses that attract visitors including restaurants and retail, special events and activities, local amenities like parks and trails, and overall City recognition.
- Leads development of digital and printed marketing materials and advertisements and campaigns.
- Point of contact for group tours, conventions, meetings, shows, expos and similar events.
- Responsible for the development and participation in public relations including presentations to organizations and civic clubs; hosting/assisting travel writers, TV reporter and media-related entities.
- Manages the development of a rebranding campaign led by a consultant that gains key stakeholder feedback to produce a high quality branding product for City tourism.
- Oversees updates to City and other tourism websites.
- Identifies methods to modernize tourism and marketing communications including electronic billboards, podcasts, and use of traditional and emerging social media to reach new tourism demographics.
- Work with media and marketing outlets on City communications to raise the overall profile of Leavenworth.
- Tracks visitor and business data using software systems and apps.
- Provides regular updates to the governing body on CVB activities tied to measurable data to reflect relative success of those efforts.
- Monitors level of activity, occupancy rates, revenue per room and room availability for all local hotels through generalized data and through direct relationships with hotel leadership.

- Provides leadership for City's annual festival as part of the committee, coordinating with the event manager and staffing the event to welcome tourists and provide information and activities.
- Develops and maintains relationships with key City tourism and community/economic development partners including the Chamber of Commerce, Main Street, EDC, Fort Leavenworth and local businesses.
- Travel to local, regional and national meetings to market Leavenworth as a tourism destination and stay up to date on tourism and economic trends impacting spending and travel.
- Organizes and coordinates CVB Committee meetings and Sister City Committee meetings to include the preparation of agendas, financial reports and minutes.
- Serves as Ex-Oficio on the Leavenworth Main Street Board and the Leavenworth-Lansing Chamber of Commerce Board.
- Coordinates delegation visits from Sister Cities Omihachiman Japan and Wagga Wagga Australia and City delegation visits to Sister Cities.
- Responsible for the preparation, development and administration of the department budget in conjunction with the City Manager's Office; assures that assigned areas of responsibility are performed within budget; performs cost control activities; assures effective and efficient use of budgeted funds, personnel, materials, facilities, and time.
- Supervises department personnel including training, counseling and evaluating.
- Escorts groups to local and regional destinations using CVB vehicle.
- May perform other duties as assigned.

PERIPHERAL DUTIES

- May serve as a member of various employee committees, as assigned.
- May assist with special projects related to tourism and economic development.

MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Graduation from an accredited four-year college or university with a degree in business or public administration, marketing, tourism, communications, or a related field, and;
- (B) Minimum of three (3) years experience in travel or hospitality industries and tourism marketing management; or
- (C) Any equivalent combination of education and experience, additional education substituting on a year for year basis for the required experience; and
- (D) Minimum of three (3) years administrative and public relations experience.

Necessary Knowledge, Skills and Abilities:

- (A) Considerable knowledge of convention and tourism; marketing, administrative/office functions.
- (B) Ability to produce marketing materials both print and digital; marketing software and tools; content and photos/images; social media; digital advertising
- (D) Must possess excellent written and verbal communication skills.
- (E) Must possess excellent public relations and presentation skills.
- (G) Ability to communicate with individuals from widely varying educational and cultural backgrounds.

(H) Ability to deal effectively with difficult situations.

SPECIAL REQUIREMENTS

Possess a valid state driver's license at time of application (and maintain for duration of employment) and meet insurability standards under fleet insurance policy.

TOOLS AND EQUIPMENT USED

Personal computer and software including Microsoft Office products like Outlook, Word and Excel; marketing software and tools including Canva; motor vehicle; phone; printer/scanner/copier.

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 facilities and sites or group tours or events. Hand-eye coordination is necessary to operate computers and various pieces of office equipment.

While performing the duties of this job, the employee is frequently required to walk, stand or sit; talk and hear; 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. Position requires driving a vehicle.

The employee must occasionally lift and/or move up to 20 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.

Travel to meetings and other locations required.

SELECTION GUIDELINES

Formal application and review of qualifications, education and experiences; testing which may include: written/practical examination, job-related testing, oral interview; final selection;

reference check; background investigation; and post-offer medical examination to include a drug screen.

The duties listed above are intended only as illustrations of the various types of work that may be performed. 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.

The 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 job change.