

SUPPLEMENTAL JOB DESCRIPTION

Classification: Administrator II **Function Code:** 0070-022
In-House Title: Director, Office of Outdoor Recreation Industry Development **Date Est.:** 07/01/2019
Position Number: 44645 **Date of Last Amendment:** _____
Employee: _____

SCOPE OF WORK: Serves as the Director of the Office of Outdoor Recreation Industry Development. Administers agency objectives of outdoor recreation industry development in New Hampshire, including programs, operations and promotion, to optimize opportunities for economic growth and diversity and contribute to a healthy, connected community.

ACCOUNTABILITIES:

Develops, maintains, evaluates and implements statewide standards, procedures and policy for outdoor recreation industry development.

Develops marketing strategies with stakeholders as well as state, federal and local government entities to market New Hampshire as an outdoor recreation destination. Manages the implementation of promotional services utilizing state outdoor recreation assets to recruit employers, workforce, students, and tourists to the state.

Advances economic development strategies including business and workforce recruitment through stewardship, expansion, and promotion of state outdoor recreational infrastructure and industry.

Develops relevant trainings and curricula including, but not limited to, trailbuilding, regulatory guidance, and environmental impacts for outdoor recreation industry stakeholders in partnership with academic and training entities.

Tracks and analyzes outdoor recreation industry metrics and trends in New Hampshire and reports on resulting economic impact. Prepares and presents materials and information depicting program impact on communities and/or locations within the state.

Facilitates development of outdoor recreation manufacturing workforce in partnership with stakeholders and academic institutions. Recommends policies and initiatives to enhance recreational amenities and experiences in the state and helps to implement those policies. Advances sustainable land stewardship initiatives recognizing the relationship between outdoor recreation and economic benefit to the state.

Develops and administers operating budget to accomplish office goals and objectives. Ensures adequate funds are available to support legislatively mandated programs and operations and that appropriations are not exceeded. Seeks resources such as grants from government and nonprofit entities to promote the state's outdoor recreation industry development.

Serves as the liaison to the outdoor recreation industry development established pursuant to RSA 12-0:23-a. Represents Office of Outdoor Recreation Industry Development at meetings, industry trade shows, and events, and prepares and delivers presentations for public, civic groups, and media appearances.

Identifies legislative requirements to support outdoor recreation industry development; drafts proposed legislation to implement necessary revisions; writes and delivers testimony for explaining and defending agency objectives and goals at legislative hearings.

Serves as resource for expertise and information on issues for outdoor recreation industry development as an official agency representative to the Governor's Office, Executive Council, legislators, state, local, and federal authorities, associations and organizations, and the general public.

MINIMUM QUALIFICATIONS:

Education: Master's degree from a recognized college or university with major study in recreation management, marketing, economic development, community development or a related field.

Experience: Six years' experience in recreation management, marketing, economic development, community development or a related field , four years of which must have been in a management level position involving administrative or supervisory duties concerned with program administration, program planning and evaluation, business management or related management experience.

OR

Education: Bachelor's degree from a recognized college or university with major study in recreation management, marketing, economic development, community development or a related field.

Experience: Seven years' experience in recreation management, marketing, economic development, community development or related field, four years of which must have been in a management level position involving administrative or supervisory duties concerned with program administration, program planning and evaluation, business management or related management experience.

License/Certification: Must possess a valid driver's license for statewide travel and a valid passport for international travel.

PREFERRED QUALIFICATIONS: Knowledge of economic and community development practices and experience as a practitioner of outdoor recreation.

DISCLAIMER STATEMENT: The supplemental job description lists the essential functions of the position and is not intended to include every job duty and responsibility specific to the position. An employee may be required to perform other related duties not listed on the supplemental job description provided that such duties are characteristic of that classification.

SIGNATURES:

We have reviewed and discussed the content of the above job description, and certify that it is an accurate reflection of this position's duties.

Employee's Signature

Date Reviewed

Supervisor's Name and Title: Taylor Caswell, Commissioner

Supervisor's Signature

Date Reviewed

Human Resources Representative


JD

Date Approved

12/20/19

Division of Personnel

Date Approved