

**Sitka Tribe of Alaska**  
**Job Description**  
**JOB TITLE: Tourism Manager**

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| <b>Exempt:</b> Yes  | <b>Wage:</b> DOE                       |
| <b>Hours:</b> Monday-Friday generally except during summer season, then as needed | <b>Department:</b> STE                 |
| <b>Reports to:</b> Economic Development Director                                  | <b>Effective Date:</b> January 2, 2019 |
| <b>Prepared By:</b> Deputy General Manager  | <b>Approved By:</b> General Manager    |

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**SUMMARY**

This is a full-time, benefited position, approximately 40 hours weekly but during the summer season hours expand as necessary. This position oversees and manages all aspects of Tribal Tours and the Naa Kahídi Dance Show Program and ensures that these departments and the Sheet'ka Kwaán Naa Kahídi are marketed and well represented. Supervises the tourism & dance show staff and supervises STE Managers when the STE Director is out. Provide and submit accurate daily record keeping and updates of the tourism operations, assuring the vehicles are clean and safe for operations; purchase inventory and supplies; ensure all legal permits and licensing requirements are met; responsible for preparing annual cruise line contracts and tour blocking. Operate in a high-quality and professional manner and provide excellent customer service and public relations. *Employee must be able to consistently monitor email and telephone messages outside of regular work hours, work early mornings, weekends, evenings and assigned holidays.*

**ESSENTIAL DUTIES AND RESPONSIBILITIES include but are not limited to the following:**

**Pre-Season/Post-Season Responsibilities:**

- Prepare and submit to the STE Director any and all legal documents/forms needed including contracts, permits and reporting requirements according to deadlines.
- Develop and maintain advertising & marketing campaign for tourism business activities including brochure and website development.
- Assist in the development of new tourism projects and grants opportunities pertaining to tourism activities.
- Assist in the development and management of annual budget.
- Responsible for ensuring vehicles are clean and in safe operating condition.
- Meet all reporting deadlines for all required agencies.
- Attend business relevant meetings, conventions and trade shows representing STA.
- Develop contracts for vendors working with the STA legal department.
- Maintain professional relations with the Native community and business sector.
- Attend relevant meetings and take part in committees representing STA or STE.
- Process & document accounts receivable and accounts payable to give to finance department.
- Update office forms and pricing for Tribal Tours, Naa Kahídi Dancers, Tribal Travel.
- Submit requests to hire to HR for vacancies in accordance with Hiring Policy and Procedure; prepare and update job descriptions; prepare evaluations in accordance with the provision in the employee handbook.
- Assist with the hiring process of new staff and provide training.

**In-Season Responsibilities:**

- Responsible for ensuring vehicles are clean and in safe operating condition.
- Prepare and submit tourism financial documentation for daily cash, charge and credit card transactions and any other activities to the Finance Department each weekday. Paperwork shall include: a) Daily Reconciliations form with balance cash, b) Credit Card Reconciliation Form with daily audit report with balanced receipts, c) reservations forms with accurate information for accounts receivable accounts.
- Ensure all tours operate within contract requirements, permit parameters, and legal requirements.
- Respond to and communicate with cruise lines regarding special tours and changes to existing tour

blocks.

- Create annual staff pre-season training program and training schedule.
- Create weekly staff schedules during the season, daily dispatch logs, and daily tour timing schedules for each tour guide.
- Create all necessary tour/dance show signage and ensure it is available for daily operations.
- Review timesheets and employee schedules for accuracy. Submit all timesheets to finance by timesheets deadline.
- Other duties as assigned.

**Supervisory:**

- Supervise Tribal Tours and Naa Kahídi Dancer team members.
- Ensure staff are keeping accurate logs for vehicles and work hours.
- Ensure all team members receive adequate training and understand all rules, regulations, permit specifications and legal requirements that apply to the tours they guide.
- Assures quality controls are in place for performance and professional impressions.

**Meetings, reports and other:**

- Keep Director informed via weekly individual meetings concerning work progress, including present and potential problems and suggestions for new or improved ways of addressing problems.
- Attend STA all staff meetings.
- Attend other meetings as requested by Economic Development Director and/or General Manager.
- Participate in STA all-staff events which may occur after hours or on weekends, including but not limited to Annual Picnic, Annual Meeting, Children's Christmas Party, and Annual Herring Dinner.
- Prepare monthly written report for submittal to the Sitka Tribal Council detailing activities during the reporting period.
- Prepare report for inclusion with the Economic Development Directors report to Tribal Citizens in Tribal Newsletters and the Annual Report.
- Prepare reports for finance, permit holders and contracts by deadlines.
- Responds to questions/comments in a courteous and timely manner.
- Travel may be required for marketing and training purposes.
- Other duties as assigned by the Supervisor.

**MINIMUM QUALIFICATIONS**

**Education**

- High School Diploma or GED
- Associates Degree in Business and Marketing or four years working experience in the management in the tourism industry
- Commercial Drivers License with Passenger Endorsement or obtain within 3 months of hire

**Skills, experience and abilities**

- Excellent public speaking and customer service skills
- Excellent supervisory and people management skills
- Ability to work well and maintain composure in high pressure situations
- Computer skills in word processing, publishing and Excel or spreadsheet software
- Two years of experience: Working in the tourism industry, handling cash and cash receipts and supervisory experience; marketing and/or desk top publishing
- In previous employment, demonstrated ability to be a reliable worker (show up on time and consistent with the required work schedule)

**Drug/Alcohol Screening**

This position is required to comply with Sitka Tribe of Alaska's Drug and Alcohol-Free Workplace Ordinance. This position therefore is subject to drug and/or alcohol testing if the immediate supervisor has reasonable suspicion that the employee has reported to work under the influence of a prohibited drug used unlawfully or under the influence of alcohol.

- Must satisfactorily pass a pre-hire Department of Transportation drug and alcohol screening in compliance with state and federal motor carrier regulations

- All Commercial Drivers will be subjected to random drug and alcohol screenings

### **Criminal Background Check**

This position requires full compliance with the STA Criminal Background Check ordinance. All candidates for this position must consent to a criminal history record check, submit a separate application for suitability and be fingerprinted. No individual may fill this position:

- Who has been convicted of any crime involving a sexual offense;
- Who has been found guilty of or pled guilty or no contest to, two misdemeanors or one felony crime involving any crimes of violence, crimes against persons, offenses committed against children, sexual assault, molestation, exploitation, contact, or prostitution;
- Whose past conduct creates an immediate or long-term risk for any Indian child or raises questions about an individual's trustworthiness; or
- Who is currently subject to a restraining order issued after a hearing which restrains the individual from harassing, stalking, or threatening an intimate partner or child.
- Who has ever been convicted or plead no contest to two misdemeanors or one felony crime involving theft or dishonesty.

The individual who holds this position is required to report any violation of a criminal statute within one working day of the charge or conviction to the individual's immediate supervisor.

### **PREFERRED QUALIFICATIONS AND KNOWLEDGE**

- Tlingit Culture and Alaska History
- Website Maintenance
- Brochure Design

### **PREFERENCE**

Tribal Native Preference Policy applies, as outlined and defined in the STA hiring policy and procedure.

**Approved:**

**Received:**

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Lisa Gassman, General Manager

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Anne Davis, Deputy General Manager