



**BLANDING**  
CITY



**ECONOMIC DEVELOPMENT &  
VISITOR SERVICES MANAGER**

# ABOUT BLANDING UTAH

Blanding is located in the Four Corners area of Southeastern Utah, and is known as the "Base Camp to Adventure" due to the proximity and accessibility of outdoor recreation activities including:

- National Parks and Monuments: Blanding is conveniently located near Arches National Park, Canyonlands National Park, Natural Bridges National Monument, Hovenweep, Grand Gulch, Valley of the Gods, Monument Valley, Goosenecks, Dinosaur Museum and Edge of the Cedars State Park
- ATV, Jeep & Mountain Biking: Blanding is home of the annual "San Juan ATV Safari", and boasts thousands of miles of trails through pristine red rock and mountainous terrain. Located 90 miles from Moab and its world famous mountain bike and jeep trails.
- Hunting & Camping: Home to world class elk and deer hunting, including limited access trophy hunting on the Blue Mountain and Elk Ridge areas.
- Boating: Recapture Reservoir is within minutes of Blanding, and features water skiing and boating. Lake Powell is located 90 miles from town, and is frequented by visitors from all over the area for world-class boating and fishing.
- Golf: The Hideout Golf Club is located 20 miles from Blanding. The Salt Lake Tribune rated it the #2 best public course in Utah and said it might be the "least-played great course in the country".

In addition to the outdoor recreation, Blanding has a beautiful recreation center equipped with an outdoor pool, basketball, volleyball, cardio, weight training, yoga and zumba classes. Children and adults alike can participate in organized baseball, softball, basketball, soccer, football and volleyball leagues.

Due to its location in Southern Utah and an elevation of more than 6,000 feet, Blanding has a moderate year-round climate. The average high temperature during the summer months is 86 degrees, and although there can be significant snowfall in the winter months, it has 257 sunny days per year and excellent air quality and clear night skies. A recent study also found Blanding to be the safest city from natural disaster in the nation.

Utah State University maintains a satellite campus in Blanding with over 400 students enrolled each year. This provides residents with opportunities for continuing education with small classroom sizes. Blanding Elementary School, Albert R Lyman Middle School and San Juan High School provide excellent education to local students, as well as opportunities for extracurricular and athletic participation.

The population of Blanding is 4,000, with many more living just outside the official city limits, making the population of the Blanding area around 5,000.

# WORKING FOR BLANDING CITY

The City of Blanding was incorporated in 1916 to provide services to residents living in the area. It provides many of the services required by residents in the community, including: electric, natural gas, water, sewer, garbage and storm water. In addition, the community has invested heavily in parks and recreation, and operates 6 public parks, a skate park and a community wellness center. The City employs 22 full-time employees and over 70 part-time employees in the summer months. The annual operating budget is approximately \$10,000,000 with 80% coming from revenue collected by business enterprises.

## The Department

The Administration Department handles the overall administration of all city departments and provides support to the City Council, all city activities, and residents. The department is supervised by the City Manager.

## Economic Development & Visitors Services Position

The EDVS Manager will work closely with the City Manager to support local businesses, encourage sustainable economic growth and tourism. Responsibilities will include:

Work with existing businesses to expand and increase employment.

Conduct needs assessments to market Blanding for new business opportunities.

Coordinate the development of commercial and industrial sites.

Oversight of the Visitor Center

Coordinate City events

Manage public awareness, public relations, city websites and social media efforts of the City.

## Ideal Candidate

The City is looking for a talented individual with a bachelor's degree in an applicable field from an accredited college or university with coursework or experience in business and/or marketing.

Knowledge of the Blanding community and familiarity with existing businesses is preferred.

Applicable experience in business, marketing & graphic design will be appreciated. The ideal applicant will demonstrate a willingness and ability to learn and apply new skills and knowledge.

The ideal employee will be willing to learn on the job and absorb new knowledge and skills gained through training with the City. Although the employee will be typically asked to work normal office hours, there will be times, due to the nature of the position that employees are asked to work some nights and weekends.

The culture of the City of Blanding is one of hard work for the citizens of the community, and doing whatever is necessary to provide quality services for a reasonable price. The ideal candidate will share those values, and provide excellent public service to the residents of the City.

## Benefits

Healthcare Benefits Covered By Blanding City. Vested Utah Retirement System After Four Years.



## **JOB DESCRIPTION**

TITLE: ECONOMIC DEVELOPMENT & VISITOR SERVICES MANAGER

FLSA STATUS: NON-EXEMPT  
SUPERVISORY STATUS: SUPERVISORY

EFFECTIVE DATE: MARCH 2023  
DEPARTMENT: ADMINISTRATION

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## **JOB SUMMARY**

The Economic Development & Visitor Services Manager works under the supervision of the City Administrator and the broad policy guidance and direction of the City Council to attract commercial, retail, and industrial entities to the community; and promotes general economic development. Manages visitor services which include; the Visit Blanding brand, visitor center, visitor center budget, and visitor center staff. EDVS manager also works with the Blanding Area Travel Council and San Juan County Visitor Services. Manages City-sponsored events and helps individuals and organizations organize events within the community. Promotes Blanding City and city-owned companies to the community, including coordinating the public relations efforts of Blanding.

## **ESSENTIAL FUNCTIONS**

- Works under broad policy guidance and direction from the City Administrator and City Council to attract commercial, retail and industrial entities to the community; and supporting efforts to retain existing businesses.
- Develops marketing strategies with members of the business community to promote programs, services, and assistance available to new and existing businesses.
- Researches, updates, and maintains information on local businesses including demographics, and information about local real estate.
- Disseminates pertinent information to local businesses, prospects, and individuals.
- Tracks, updates, analyzes and responds to demographic, economic, and industry-specific inquiries.
- Contacts new businesses to market economic development services; conducts needs assessment.
- Develops and implements marketing programs aimed at existing business and tourism opportunities.

- Develops and coordinates the development of commercial and industrial sites.
- Assesses community needs and recommends goals and directions for economic development.
- Promotes the development of tourist and recreational-based economies.
- Supervises/Manages the Blanding Visitor Center, Staff, Volunteers, and Visitor information and marketing for Blanding and the surrounding area.
- Serves as the City liaison and staff member for the Blanding Area Travel Council and represents the City on the San Juan County Tourism Tax Advisory Board.
- Facilitates and coordinates city-sponsored community activities, including the July 4th Celebration, Fall Festival, and a Marathon, including themes, concepts, and objectives in relation to organizational goals and Council initiatives.
- Researches and recommends opportunities for special events and community partnerships with outside organizations.
- Coordinates public relations and public awareness efforts of the City; including disseminating information for the City through traditional media, social media, and other channels.
- Maintains and manages Blanding City, Visit Blanding, and Marathon websites and branding.
- Researches and applies to grants.

#### **KNOWLEDGE, SKILLS AND ABILITIES**

- Communication skills include good interpersonal relations, problem-solving, and writing skills. Communicate clearly and concisely, both orally and in writing.
- Ability to establish effective working relationships.
- High level of organization including project management, event management, and the ability to multitask.
- Computer skills including word processing, spreadsheet, and computer presentation techniques.
- Computer and graphic design abilities needed to manage marketing campaigns and website design
- Ability to analyze complex data and draw conclusions.
- Ability to represent the City in all situations in a professional and competent manner.

#### **TOOLS AND EQUIPMENT USED**

- Operate a motor vehicle for travel.
- Personal computer, including word processing, spreadsheets, electronic mail, phone, radio, copy machine and etc.

#### **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.

- Operate a computer and other office equipment to prepare, compose, assemble and type correspondence, reports, and other documents.
- Walking and lifting (50 lbs. or less)
- Ability to work in a high-stress environment
- Make oral and written presentations to various groups.
- Operate a motor vehicle for travel.
- Operate a computer and its various programs.

### **WORKING CONDITIONS**

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.

- The working conditions are representative of those that would typically be encountered in an office environment.
- Occasionally, while performing the duties of this position, you will be required to spend short amounts of time outside in potentially inclement weather conditions or at an event or job site.

### **EDUCATION AND EXPERIENCE**

- Bachelor's Degree required in a related field.
- 3-5 years of experience related to the above-described duties; or an equivalent combination of education and experience that demonstrates the ability to perform the essential functions of the position.
- Working knowledge of computers and electronic data processing as well as working knowledge of office practices and procedures; including but not limited to, word processing and spreadsheet software, specifically Windows, Microsoft Word and Excel.

### **Salary & Benefits**

- Range: \$54,000 - \$74,000
- URS Vested After Four Years of Employment
- Healthcare Plan Paid For by Blanding City