

Tourism Director

Dept/Div: Tourism

FLSA Status: Exempt

General Definition of Work

Performs complex professional work planning, organizing, and managing the County's tourism, special events, and related projects and services, implementing marketing strategies and programs and related work as apparent or assigned. Work is performed under the general direction of the County Administrator. Departmental supervision is exercised over all personnel within the department.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Plans, organizes, and manages the County's tourism, special events and related capital projects and services; drafts and manages tourism budget; researches and writes grants; responsible for the design and development of brochures, flyers, print ads, and commercials to promote tourism.

Develops, recommends, and implements tourism strategies, marketing programs, and projects; responds to tourism inquiries; tracks and analyzes effectiveness of tourism marketing strategies.

Prepares and disseminates press releases regarding events, activities, and programs; conducts media interviews; negotiates contracts with respect to media buys for ad placement; arranges for tourism writers and professionals to visit and promote the region.

Represents the County in tourism initiatives; coordinates with other departments, agencies, and community organizations to promote the area; develops marketing materials to promote tourism; represents the department at tourism meetings.

Supervises assigned staff and event volunteers; assigns, directs, and reviews work.

Coordinates regular meetings with local tourism partners and individual businesses.

Knowledge, Skills and Abilities

Comprehensive knowledge of methods, approaches and procedures involved in tourist promotion; thorough knowledge of advertising and tourism marketing techniques, practices, and methods; ability to attract tourism, industry and business to the area; ability to prepare clear and comprehensive financial, administrative and industrial reports; ability to create promotional materials; ability to communicate ideas clearly and effectively, both orally and in writing; ability to establish and maintain effective working relationships with government officials, boards and commissions, business community, media, associates, and the general public.

Education and Experience

Bachelor's degree with coursework in marketing, hospitality management, public relations, business administration, or related field and considerable experience in marketing, public relations, tourism, or equivalent combination of education and experience.

Physical Requirements

This work requires the occasional exertion of up to 25 pounds of force; work regularly requires speaking or hearing and repetitive motions, frequently requires sitting and occasionally requires standing, walking, using hands to finger, handle or feel, climbing or balancing, stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

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Valid driver's license in the Commonwealth of Virginia.

Last Revised: 10/20/2020

