

Job Title:	Calhoun County Tourism Director	Report to:	Chamber Manager
Level/Salary Range:	Salary	Position Type:	Full-Time Employee
E-mail: lindah@calhouchamber.com		Mail: Chamber Manager, P O Box 1087, Anniston AL 36202	
Job Description			
<p>Job Purpose:</p> <p>The primary role of the Tourism Director is to promote Calhoun County as a Tourist Destination and to promote attractions and events in the Calhoun County Region. This position is responsible for the coordination of the Chamber’s Tourism and Visitor’s Bureau and to increase local hotel occupancy. Other responsibilities include working with chamber members, especially hoteliers and other travel industry professionals, to put strategic direction to targeting affinity groups for outdoor recreation opportunities, marketing existing attractions and events, attracting trade or other events, and developing new events to increase travel within the area.</p> <p>Duties:</p> <ul style="list-style-type: none"> • Work closely with chamber member hotels/motels & attractions to create programs enhancing partnerships in Calhoun County • Act as an advocate of attractions & community events to visitors/residents and participate in these events • Oversee Marketing, Media, Web-site, and Social Media for Tourism Department while working with designated staff • Support Entertainment/Sporting and any events that promotes tourism in Calhoun County • Attend and participate in Chamber sponsored events & Calhoun County Community events • Maintain, understand, assist in planning and oversee Tourism budget • Partner and work closely with chamber member restaurants in Calhoun County to promote Tourism in Calhoun County • Promote the “Calhoun County Area Chamber & Visitors Center” • Create and administer new events and programs in Calhoun County to attract visitors and residents • Work closely with Chamber leadership, chamber staff and chamber Board promoting Tourism in Calhoun County • Establish and Direct initiatives to create Tourism Opportunities for the current and in the future • Responsible for Tourism Social media/website updates and promotional material • Maintain relationships with area stakeholders <p>Skills/Qualifications:</p> <p>Must have commensurate work experience and be computer literate and proficient in Social Media outlets. Must have the ability to create marketing material and presentations. Need to have effective communication skills, both written and verbal, and the ability to establish and maintain effective working relationships with co-workers, visitors and the general public. Knowledge of Calhoun County area and experience in Public Relations/Marketing are desired skills.</p>			