



## **JOB DESCRIPTION**

**Title:** Tourism Director

**Report to:** President and Tourism Board

**Supervises:** Supervises Communications Coordinator's Tourism Projects

### **Summary of Position:**

The role of the Tourism Director is to direct and coordinate a comprehensive program of tourism development and promotion for the Dahlonaga-Lumpkin County area. The selected individual will bring together the many heritage, cultural, recreation and educational constituencies of the area and unify efforts to cross-promote these varied forms of tourism, which is typically the type of leisure and business traveler this area attracts. The Tourism Director's primary responsibility is to grow tourism-related revenues in Dahlonaga-Lumpkin County through the effective use of strategic planning, leadership skills, community assets, financial acumen, industry knowledge and relationships and evolving tourism practices. The Tourism Director will serve as subject matter expert and thought-leader for tourism initiatives in Dahlonaga-Lumpkin County. This position will represent the Dahlonaga-Lumpkin County community in the tourism industry, including developing and maintaining relationships within the travel region, Georgia Department of Economic Development, cooperative tourism partnerships and others. The Tourism Director will serve as president of Tourism Board and as an ex-officio member of the Chamber Board.

### **Description of Duties:**

#### **Strategic Planning:**

- Lead the Tourism Board to develop strategies, programs and policies to promote tourism, specifically through the forming of annual goals and objectives.
- Develop annual action plan and tourism budget in accordance with administrative rules utilizing Hotel-Motel Tax Funds.
- Along with the Tourism Board and Communications Coordinator, develop a strategic, comprehensive marketing plan that leverages the most effective marketing and promotion tools and seek input and feedback from Dahlonaga-Lumpkin County Tourism partners.
- Attend Chamber of Commerce Board Meetings as an ex-officio member of the Board.
- Coordinate meetings, prepare agendas and record minutes of the Tourism Board.



#### Marketing & Public Relations:

- Implement tourism marketing plan including placement of advertising and execution of printing jobs.
- Along with the President, serve as liaison with the media. This responsibility requires the coordination of all external communications so that local media, national news and travel media are all accurately informed of Dahlonega-Lumpkin County activities and developments.
- Oversee the development of itineraries and provides assistance to media persons visiting or writing about Dahlonega-Lumpkin County.
- Promote Dahlonega-Lumpkin County as a destination for corporate meetings, conferences and tour groups; assist in the coordination and planning of itineraries for these groups.
- Represent Dahlonega-Lumpkin County tourism interests at industry conferences, promotional events and tourism activities/venues.
- Attend and present at meetings, seminars, conventions, trade-shows and workshops to enhance tourism knowledge and stay informed of the changes in the tourism industry, and to network with other organizations.
- Make efficient and effective use of multiple medias (i.e., paper, electronic, websites, video, personal appearances, etc.) to convey consistent tourism/marketing message(s) to targeted audiences.
- Manage external services providers (i.e., PR firm, publishers, brochure distribution companies, etc.).
- Attend monthly meetings with Regional State Travel Associations and utilize co-op advertising options at the regional, state and southeast region levels.
- Assist and coordinate with Visitor Center functions for consistency with marketing strategy.
- Promote tourism to target markets outside of the drive market, encouraging overnight stays.

#### Product Development:

- Responsible for the development, production and distribution of marketing tools including advertising and publicity programs, the Visitors Guide, Visitors Map and other publications and exhibits such as rack cards, brochures, posters, profile sheets, billboards, radio and television spots, website and social media promotion.
- Oversee marketing plans; prepares and releases press kits to media, tour operators and travel agents. Work closely with State Tourism Office of Economic Development to provide Discover Dahlonega Tourism information.
- Identify and synchronize efforts with tourism partners as appropriate.



- Serve as the Georgia Camera Ready liaison to increase Dahlonega-Lumpkin County's visibility as a film destination to include the updating of film location databases and the coordination of potential film locations in Dahlonega-Lumpkin County.
- Maintain a current working knowledge and inventory of Dahlonega-Lumpkin County tourism assets, and consistently research potential new areas of asset development.

#### Administrative / Operations:

- Provide financial oversight of Tourism Board expenditures, including coordinating budgeting and planning activities.
- Ensure projects utilizing Hotel-Motel Tax funding are within budget and administrative rules.
- Assist in preparing Hotel-Motel Tax compliance and completion reports in accordance with administrative rules.
- Write and apply for grants, sponsorships and cooperative marketing programs to help in the promotion and development of tourism. Responsible for all grant documentation.
- Compile and analyze monthly room tax reports to identify trends.
- Compile ongoing tourism stats for economic development usage.
- Cross train self and staff on all Visitor Center functions to provide support in greeting, assisting visitors and point-of-sale transactions during high volume times.
- Identify industry benchmarks and measurement targets.
- Provide monthly reporting and analysis to Tourism Board and Chamber Board.
- Develop, coordinate and explain annual tourism budget and monthly financial accountability reporting to funding agencies, including a quarterly presentation to the City Council and Board of County Commissioners addressing the allocation of Hotel-Motel Tax Funds received, website statistics, media exposure, events supported, and other metrics determined by the Tourism Board, City Council, and Board of Commissioners.
- Direct tourism staff professional development and training.

#### DLCCC Support:

- Assist as needed with DLCCC events that are budgeted with tourism dollars and mutually support tourism marketing and promotion.
- Provide marketing and promotion for DLCCC-member tourism-focused events.

#### Other Duties:

- Work with staff to ensure Tourism Program of Work is accomplished in a timely manner, adhering to established deadlines.
- Anticipate trends and situations and take appropriate action on a timely basis.
- Perform other duties as assigned.



**Knowledge, Skills and Abilities:**

**Required**

- Minimum of 5 years of directly applicable and progressively responsible experience.
- Creativity.
- Ability to build consensus.
- Ability to negotiate contracts, etc.
- Must be able to lift 25 pounds regularly and up to 50 pounds occasionally; physical activity required.
- Strong organizational, time management and priority placement skills.
- Must be a self-starter, detail orientated, reliable and maintain a professional demeanor.
- Ability to provide excellent customer service and be a team player.
- Ability to produce a large quantity of work at high quality.
- Superior verbal and written communications skills.
- Ability to function both independently and in a team environment.
- Excellent telephone demeanor.
- Strong people and interpersonal skills.
- Ability to work flexible hours to include some evening and weekend work.
- Ability to handle multiple priorities simultaneously.
- Ability to perform in a fast-paced work environment.
- Proficiency with Microsoft Office, SharePoint, and Client Relationship Management software.
- Proficiency with current forms of social media.
- Proficiency with website software in order to maintain and update tourism information.
- Valid driver's license and ownership of vehicle with insurance.
- Ability to work with minimal supervision.
- Background investigation, including supervised drug screen, post offer medical screen; and verification of education, certifications and licenses required prior to employment.

**Preferred**

- Bachelor's degree in hospitality, tourism, business, management, or closely related field.
- Experience in with Georgia Hotel-Motel Tax regulations.
- Credentialed in Tourism fields.
- Working knowledge of Dahlonega-Lumpkin County.



**Mileage Reimbursement:**

Mileage will be reimbursed at the IRS rate for job-related out-of-county travel.

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**Submitting an Application:**

For additional information regarding the Dahlonaga-Lumpkin County Chamber and Visitors Bureau visit [www.dahlonaga.org](http://www.dahlonaga.org). To apply for the position, please send a cover letter and resume to [dlccc@dahlonaga.org](mailto:dlccc@dahlonaga.org), or via postal mail to 13 S Park St, Dahlonaga, GA 30533. Applications will be accepted through Monday, April 15, 2019, or until position is filled.