

# Lake Martin Tourism Association – Job Description

<b>Job title</b>	<i>Executive Director</i>
<b>Reports to</b>	<i>Lake Martin Tourism Association Board of Directors</i>

## **Job purpose**

This position is fully responsible for all operational functions, shaping and developing organizational strategy of the Lake Martin Tourism Association and helping identify opportunities and areas for improvement. Also responsible for strategic business development and key planning issues that relate to and impact the organization. Will determine resource allocation among budget items and keep the Board informed about business activities, performance, opportunities, and recommended courses of action.

The Executive Director should also oversee all aspects for directing and implementing a company-wide communications strategy and for developing and executing public relations activities, marketing communications plans, and branding strategies. To market Alexander City and the Lake Martin area as a potential convention and travel destination to meeting/travel/event planners, journalists, travel writers, groups and leisure visitors. The Executive Director is responsible for strategically planning, implementing and reviewing internal and external programs. Although the overall goals and purposes of the Lake Martin Tourism Association are accomplished through individual efforts, a community approach is essential to its overall success.

## **Duties and responsibilities**

- With the support of the Board of Directors, build the Lake Martin Tourism Association into a key economic development initiative within the Alexander City and Lake Martin area.
- Develop strong relationships with all tourism entities in the community to promote Alexander City and Lake Martin as a tourist destination.
- Ensure adherence to annual budgets, financial audits & planning throughout the year, and monitoring of capital expenditures.
- Develop, recommend, and implement a marketing plan and budget on an annual basis; promotes Alexander City and the Lake Martin area as a visitor destination to individuals and groups/events through the marketing plan.
- Oversee the Communications and Public Relations efforts of the Tourism Association through effective verbal and written communication, advertising and personal contacts. Assist in the development of our image and branding through advertising development, marketing strategies, social media and digital outlets.
- Maintain ongoing positive interaction with the city government and remain aware of and actively involved in city development discussions; ensure that the Lake Martin Tourism Association's positions on tourism are recognized; also network on behalf of the organization with the destination's civic, corporate, and educational leadership.
- Assist in maintaining ongoing support and dialogue with all groups/committees related to tourism development; represent the organization at industry board and committees, including state and regional organizations; actively participate with the state tourism office.

- Compiles and/or directs the preparation of information/reports pertaining to the operation of the Tourism Association to include, but not limited to media involvement, newsletters, calendar of events, monthly reports, budget activity, lead management tracking and web trends.
- Develop and implement comprehensive research plans to identify marketing initiatives and develop targeting and segmentation plans. Coordinate ongoing research of the travel industry to detect market trends and related information for development of new marketing strategies. Make reasonable recommendations to improve potential from various markets. Analyze industry trends and identify and evaluate opportunities for untapped areas of market penetration.
- Develop and implement customer relationship management (CRM) strategies with all tourism entities, attractions and events to continually contact visitors to the community on an ongoing basis while promoting upcoming opportunities for repeat visits.
- As the organization grows, the Executive Director will oversee hiring of additional team member(s) as well as staff oversight, implementation of procedures and training & development of all employees of the Lake Martin Tourism Association.

### **Education and Experience**

Minimum 5 years Hospitality/Tourism Industry experience. Or comparable education and experience combination to meet the role requirements.

College degree preferred, preferably in Hospitality or Tourism Management.

### **Work Environment / Physical Activities**

Generally work inside with protection from weather but may required to work events in hot/cold/wet weather. Lifting and carrying objects up to 50 + pounds is required along with physical activities include walking, talking, hearing, bending, lifting, standing and sitting.

Ability to stand and move throughout the building and continuously perform essential job functions.

Ability to read, listen and communicate effectively in English, both verbally and in writing.

Must possess hearing and visual ability to observe and detect signs of emergency situations.

**Salary Range:** \$50,000-\$70,000 with benefits. Based on experience.

### **Direct reports**

The Executive Director reports directly to the Executive Committee of the Lake Martin Tourism Association Board of Directors.

Executive Director must maintain a neat, clean and well-groomed appearance (specific standards available).

This job description is not intended to detail every aspect of this position or list every task you may perform. It is provided as a general overview of the responsibilities and skills required to do this job successfully.