



**Visit Henry County, Georgia
Job Description**

Position Title: Partner Relations Manager

Reports to: Director of Tourism

Type of Employment: Full Time

Job Brief:

Visit Henry County, Georgia is seeking an outgoing individual to build relationships with the Henry County Convention & Visitors Bureau's (CVB) tourism partners. The partner relations manager is responsible for developing and maintaining relationships with the Henry County Convention and Visitors Bureau stakeholders, developing and implementing training and educational programming and assisting with the daily operations of the Henry County Welcome Center. This person will professionally and pleasantly interact with a variety of people and, as appropriate, will represent the Henry County CVB at designated functions.

Essential Duties:

- Sustain and strengthen partnerships with the Henry County CVB tourism partners. Maintain accurate database of hotels general managers and sales team contacts.
- Make monthly visits to Henry County CVB partner hotels and quarterly one-on-one hotel management meetings and provide training events for staff
- Distribute visitors guides and pad maps and any other collateral to hotels
- Conduct site inspections and/or familiarization tours
- Attend selected trade shows and other events to identify qualified prospects
- Communicate with sales accounts keeping informed as to their needs/interests and providing them with useful information on and about Henry County
- Distribute sales leads for prospective group business to Henry County hotel partners, including collecting information for the planner and responding to the planner by the established time line
- Develop written bids for prospective clients
- Maintain a detailed knowledge and written list of special event and meeting facilities and recreational venues, including capacities, space expansions, space limitations, renovations and special concessions for group business
- Sell Henry County as an excellent, and affordable location for meetings, special events, weddings and reunions
- Work with the Henry County Development Authority, local HR groups/representatives and the cities' mainstreet and economic development teams to educate and provide resources to Henry County employers about Henry County's tourism offerings

- Plan and execute promotions in local and regional areas to promote and sell Henry County attractions to residents and visitors
- Produce an e-newsletter to hotel partners and tourism stakeholders
- Manage the request and fulfillment of groups requesting welcome bags (i.e. reunions)
- Work with the Director of Tourism and the creative team to develop appropriate collateral for selling specific niche markets
- Host information booth at local community events as needed
- Collectively work with the Henry County CVB staff and board of directors to create new ideas and implement programs, promotions and sales initiatives to further enhance the overall tourism marketing program for Henry County.
- Manage all aspects of the Henry County Welcome Center including but not limited to fielding phone calls, stocking and ordering tourism brochures, visitors guide fulfillment, etc.
- Respond to leads generated by HenryCountyWeddings.com and by ads on TheKnot.com.
- Compile monthly events calendar & send to hotels each month
- Find, contact and on-board new CVB partners for inclusion in CVB collateral
- Attend required training such as the Regional Visitors Information Center annual training conference
- Assist the Director of Tourism in keeping the film databases up-to-date
- Perform such other duties and responsibilities as may be assigned by the Director of Tourism

Skills:

- Gregarious, outgoing, enthusiastic and friendly personality
- Strong organizational skills with high level of attention to detail and ability to multi-task
- Superb communication skills (written, oral and electronic)
- Team player with high level of passion and dedication
- Ability to create lasting partnerships and relationships with a myriad of groups
- Ability to coordinate meetings and lead workshops
- Ability to organize and present clear and concise oral and written reports of findings and recommendations
- Proficient with Microsoft Office Suite
- Must be able to lift at least 25 pounds.
- Occasional nights and weekends required

Qualifications:

- High school diploma or equivalent is required, but a Bachelor's Degree in business, public relations, marketing or hospitality & tourism preferred
- At least two years' experience in the travel and tourism industry or related field
- Strong existing local, civic and community relationships a plus

Works Hours:

- Position is salaried, 40 hour work week
- Office hours are 8AM – 5PM. Due to the nature of the tourism industry, after hours networking and event support is occasionally required both on weeknights and weekends, including support for the NASCAR Race at Atlanta Motor Speedway each year.

Benefits:

The position is eligible for all of the Henry County Chamber of Commerce benefits, including group health, dental and vision programs. Also available to the employee are life insurance, long and short term disability insurance, supplemental insurance policies, paid vacation, sick days, personal time off for emergencies, paid holidays and a simple IRA retirement program with Chamber matching contribution.

Interested parties should send indication of interest and their resume to Laura Luker at lluker@visithenrycountygeorgia.com.