

## **Director of Tourism and Community Development**

### **Full- time, Exempt**

**Summary:** The purpose of this position is to develop, manage and continuously improve programs, consistent with the County of Bland, which includes the promotion of the County as a viable, preferred option for local and regional leisure activities. Additionally, the position works to give our local community recreational opportunities through events coordinated with multiple agencies.

*This position works under the supervision of the County Administrator.*

- Manages all tourism activities including developing, planning, implementing, and evaluating marketing, advertising and public relations programs.
- Provides vision and future planning by developing a marketing plan based on program operation and evaluation, budget and resource allocation and industry trends and data.
- Prepares budgets and forecasts department revenues and expenses.
- Promotes economic development related events.
- Researches, writes and manages tourism related grants.
- Conducts an effective publicity and community awareness program to increase local awareness and enthusiasm for the tourism industry and its economic and social impact.
- Establishes and maintains effective working relationships with local businesses for the purpose of promoting, supporting, and coordinating tourism and community engagement.
- Develops relationships with regional and state tourism-based organizations.
- Serves as a staff representative to Tourism Advisory Boards.
- Coordinates meetings, provides data and reports the Bland County Board of Supervisors monthly.
- Creates and edits the County's tourism and community website, social media page content, flyers, brochures, newsletters, emails, ads, photos, videos, news releases etc. to ensure the visitors and local citizens are informed.
- Creates, promotes, and facilitates community events throughout the year.
- Oversee proactive and reactive media relations to inform the community to include story pitching, media events, interviews etc.
- Attends County meetings
- Performs related work as assigned.
- Work with County Administrator to plan and promote local government events.
- May require travel to attend conferences and meetings.

*The job description is not designed to cover or contain a comprehensive listing of essential functions and responsibilities that are required of an employee for this job. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.*

**Preferred Education and Experience:**

- Bachelor's degree in business or public administration, hospitality, tourism, marketing, public relations or related field.
- Two years of marketing, public relations, mass communications, or promotion of public programs experience.
- Event planning/execution and budgetary experience
- Experience with content creation programs such as Canva, Adobe Express etc.

**Knowledge Skills and Abilities**

- Must have knowledge of local area
- Must have Public Relations skills
- Must have strong problem-solving skills, critical thinking skills, strong creative and forward-thinking skills.
- Must have superior interpersonal and relationship building skills.
- Must have creativity, initiative, strong customer service skills and the ability to multitask.
- Effective oral and written communication skills.
- Extensive computer skills in Microsoft office suite including Word, Excel, and Power Point.
- Ability to exercise independent judgment, applying facts and principles for developing approaches and techniques to problem resolution.
- Ability to prepare and present reports.
- Ability to work various hours, including mornings, evenings, nights, weekends and holidays.

**Special Certifications:**

- Must possess and maintain a valid state driver's license with an acceptable driving history.