

***Position Description for***

Director of Tourism Development

**REPORTS TO:** Forsyth County Chamber’sVice President of Community Development

**Tourism In Forsyth County, Georgia**

For over 20 years, the Forsyth County Chamber of Commerce has served as the outsourced

visitor development service for the City of Cumming and Forsyth County governments. Since the inception of a professionally driven department in 2011, visitors have generated $32 million in local taxes in Forsyth County (*Source: Georgia Department of Economic Development)*. During that same time period, the Chamber’s marketing efforts generated 60,000 hotel room night leads for local hotel operators. Those hotel room nights alone generated $15.4 million in local taxes. There is a strong commitment by local leaders, both public and private sector, to continue to build upon the foundation now in place for tourism in the community.

**Position Summary**

The Director of Tourism Development is a senior level position that functions within the Chamber of

Commerce. All tourism related initiatives, as outlined by the organization’s “business plan”, will be the guiding framework for the tourism professional. Primary responsibilities will include securing over 6,000 room night leads annually for local hotel operators; attending trade shows to promote the assets of the community to travel groups; working with film and sports organizations to grow tourism; and assisting in creating engaging marketing content.

**Qualification Summary**

Education & Experience

* Minimum of a Bachelor’s degree, from an accredited college; or equivalent experience.
* Minimum of two years of experience in the sports - tourism development and/or marketing field(s).
* Eligible to obtain a valid State of Georgia driver’s license within the first 90 days of employment. Critical Thinking Skills
* Possess skills necessary to establish and maintain effective working relationships with people and organizations.
* Experienced team builder and leader that will effectively represent the Chamber in a professional manner at all times.
* Capacity to evaluate and select among alternative courses of action quickly and accurately.
* Ability to work well in high-pressure situations while maintaining composure and objectivity.
* Talent to identify potential issues and develop methodologies to prevent or limit the impact of those issues.
* Ability to assimilate complex information and data from various sources and consider, adjust or modify to meet the constraints of the need.
* Capability to effectively listen to, understand, and clarify concerns and issues expressed by stakeholders.

Financial Skills

* Sound understanding of budgets, income statements and balance sheets.
* Possess a clear understanding of how tourism dollars play an important role in the local economy. Technology and Communication Skills
* Proficient with Microsoft Office, Adobe Creative Cloud, Canva, Microsoft Excel skills to prepare business correspondence, creative publications and reports with speed and accuracy.
* Skill in writing grammatically correct routine business correspondence such as letters, emails, RFPs, and other documents as required.
* Ability to make oral group presentations to persuade others to accept a specific opinion, action and/or provide information or explain procedures, policies, etc.

**Specific Duties and Functions**

Tourism Development Strategy and Marketing

* Develop and execute the tasks described in the Tourism Development Work Plan to secure over 6,000 room night leads annually for local hotel operators.
* Collaborate with the Forsyth County Chamber’s Vice President of Business Development to manage the Discover FoCo brand and develop and execute marketing strategies, particularly on social media platforms.
* Identify and recruit 5 new amateur sports tournaments and amateur sports related events to the community.
  + Attend 3 trade shows annually to secure new sports events to be hosted in Cumming and Forsyth County.
  + Work with Vice President of Business Development to create engaging marketing content and execute a tourism digital marketing and advertising strategy for the county.
  + Establish and maintain relationship with key market sports event planners and channels for sports events.
  + Establish a Cumming and Forsyth County Sports Council.
  + Maintain virtual database of sports facilities and execute at least one virtual site tour of local venues to sports events planners annually.
* Recruit a minimum of 10 commercial film or television productions during 2021 with 10% growth annually over the next five years.
  + Host two “red carpet tour” events for film scouts and key film industry stakeholders.
  + Establish a competitive presence in Georgia’s Camera Ready program, including updates of available locations onto the Reel Scout platform and local Dropbox database.
  + Facilitate local permitting process to streamline the approval process for film projects.
  + Manage active partnership participating in the Georgia Production Partnership organization and other programs pertaining to building a network within the film industry.
  + Manage Film Forsyth website to highlight community locations database to assist in recruitment of film productions.
  + Establish a Cumming and Forsyth County Film Commission.
* Develop and execute a strategy to further bolster Forsyth County’s special event sector
  + Attend a minimum of 3 regional bridal shows to establish relationships with regional wedding vendors.
  + Develop and execute a strategy to incentivize special event guests to stay in Forsyth County hotels.
  + Establish and maintain relationships with local special event venues.
* Write effective monthly reports for the Chamber Executive Committee, local elected officials and hotel operators.
* Maintain relationship and regular communication with local hotel operators.
* Maintain relationship and regular communication with local event venue operators
* Develop and manage annual departmental budget.
* Call on community leaders to build value-added relationships.

**Organization Structure and Conditions**

Working Conditions - This is a diversified job requiring sustained mental effort related to public contacts,

organizational issues, mediation, planning and technical areas as well as travel, public speaking and non- standard business hours.

The Forsyth County Chamber of Commerce is an equal opportunity employer.

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.