



Role Responsibilities

POSITION

Director of Tourism

Reports to: Alliance for Dade President & CEO

QUALIFICATIONS

- A self-motivator with excellent organizational skills, including the ability to implement Alliance plans and programs.
- Exceptional verbal and written communication skills.
- Ability to work collaboratively and positively with others of diverse backgrounds, opinions, and needs.
- Sound problem solving skills and ability to make decisions that reflect the best interest of the organization.
- Computer literacy and ability to work with software functions such as email, word processing, spreadsheets, and accounting systems. Knowledge of basic bookkeeping.
- Ability to schedule and host videoconference meetings (Zoom, etc.)
- Working knowledge of social media channels such as Facebook, Instagram and Twitter.
- Professional and positive image to members and the greater community through appropriate appearance and grooming, demeanor, and comments.
- Minimum high school diploma with some college recommended.
- Must pass Georgia Regional Visitor Information Center (RVIC) certification test.

RESPONSIBILITIES

TOURISM PROMOTION

- Work collaboratively with third-party marketing firms to develop an annual plan for tourism promotion.
- Manage the Alliance for Dade Welcome Center and engage visitors.
- Ensure compliance with all State of Georgia Regional Visitor Information Center (RVIC) requirements.
- Attend training meetings required to maintain compliance with RVIC guidelines.
- Administer all workflow within the Alliance operations, to include daily administration, meeting notices, schedules for activities and special events.
- Manage all incoming mail, phone calls, and emails and make appropriate responses.
- Ensure that the Alliance for Dade website reflects current information.
- Assist with press releases and articles for newsletter.
- Maintain and regularly update all Alliance social media accounts.
- Maintain an up-to-date list of media contacts.

INVESTOR SERVICES

- Maintain an up-to-date list of all Alliance Investors and ensure their information is correct.
- Receive all Investor applications, check for accuracy, and receive payments.
- Prepare and deliver new Investor packets.
- Arrange training and networking opportunities for Investors and assist in implementation.
- Assist with Investor retention and growth.
- Coordinate Investor milestone events – ribbon cuttings, groundbreakings, anniversaries.
- Use relevant data and information to monitor the programs and services of the Alliance for Dade and maintain accurate records.

ACCOUNTING and REPORTING

- Enter receipts for investments and event registration in financial software system.
- Prepare deposits and ensure copies of checks are filed appropriately.
- Assist in the preparation of the annual budget.
- Ensure monthly visitor information is reported to President/CEO and forwarded to Georgia Department of Economic Development.

OFFICE OPERATIONS

- Ensure adequate level of office supplies, brochures and other information and promotional materials are maintained.
- Coordinate Welcome Center maintenance and place appropriate service calls.
- Recommend and ensure approved office procedures are followed and manage overhead costs within the approved budget.
- Maintain organized paper filing system and back up files online.
- Provide supervision and guidance to any part-time Welcome Center staff and volunteers.
- General housekeeping duties in the Welcome Center.
- Other duties as assigned.

WORKING CONDITIONS

- The Director of Tourism will primarily work in an office-based setting in the Alliance for Dade Welcome Center.
- Travel required to annual RVIC conference and six hours of cross-training meetings annually.
- Attendance at Alliance for Dade sponsored events.

TIME DEMANDS

- Forty hours per week – some Saturdays required.
- Some evening or weekend special events as needed.

SALARY & BENEFITS

- Commensurate with experience.