

EATONTON-PUTNAM

CHAMBER *of* COMMERCE

ESTD.  1979

Job Title: **Director of Tourism**

Reports to: **President & CEO**

The Eatonton-Putnam Chamber of Commerce is seeking to hire a Director of Tourism to join our team. This position is essential to our program of work which includes tourism marketing for all of Putnam County. The Director of Tourism oversees the visitor center and manages the Visit Eatonton brand, including destination brand development and marketing content. We are looking for a tourism professional who will enthusiastically market our destination with a sense of pride and ownership. The Director of Tourism will be the brand ambassador for Visit Eatonton and will be the representative within our local, regional and state industry.

Responsibilities

- Create annual marketing plan
- Collaborate with other destination marketing efforts
- Creating and maintaining annual marketing and advertising budget
- Manage social media campaigns, website and all external communications
- Oversee Visitor Center operations and success
- Responsibility to maintain organization reputation including but not limited to copyrighting, graphic design, content creation
- Analyze data and provide regular reports for the purposes of the President, Board and Local Governments

Requirements & Preferences

- Bachelors degree, preferably in marketing, mass communications, public relations, or tourism development
- At least 3-5 years of experience in the tourism industry
- Knowledge of marketing and advertising trends in the tourism industry
- Proficiency in ad and content creation
- Proficiency in Canva, Adobe Suite Products, Google Analytics, Digital Advertising, all social platforms
- Ability to work autonomously and as part of a team
- Detail-oriented
- Excellent written communication skills
- Self starter
- Goal-oriented
- Desire to grow as a professional and expand current skillsets
- Be a team player, supportive of coworkers and have a positive attitude
- Must have acute attention to detail
- Ability to work some evenings, weekends and travel for both professional development and marketing events

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Benefits

- Salaried Position, \$45,000 annual salary
- Health, Dental and Vision Insurance available
- Retirement
- Monthly Cell phone and Car allowance
- Generous PTO
- Paid holidays
- Flexible work environment
- Generous professional development opportunities

Please email a cover letter and resume to Maggie Milner at president@eatonton.com

The position will remain open until filled.