



Tourism Director Job Description

Reports to: Chamber President

General responsibilities:

Responsible for facilitating an active relationship with hotels/restaurants & attractions in the Newton County area; work involves marketing Covington/Newton County to stimulate economic development and promote tourism. Stay up-to-date with current technologies and trends in social media.

Collaborates with Main Street Covington on the mutual goal of promoting tourism in Covington/ Newton County.

Essential job functions include, but are not limited to:

- Maintain tourism budget.
- Oversee creative message development; design/printing of marketing publications.
- Organize various media information and make affordable and effective media buys to promote tourism.
- Plan new research-based advertising strategies for current and subsequent years that will increase leisure travel market share.
- Develop relationships with national, international and regional tourism-based publications, writers, and tours operators.
- Design, develop and conduct familiarization tours for media, event planning, tour operators and travel writers.
- Host visiting film scouts for prospective filming opportunities.
- Work with the Newton County Film Coordinator's office on county filming permits.
- Responsible for gathering and presenting data on the economic impact of filming in Covington/ Newton County.
- Build campaigns and stories to enhance the marketability of Covington/ Newton County and promote attractions & community events to visitors.
- Contribute to and manage the flow of new web content. Coordinate with the web maintenance provider to create strategy for the Tourism website as well as monitor effectiveness of the website.
- Gather data and prepare annual tourism analysis for the Chamber of Commerce Board and the City of Covington.
- Coordinate with the Chamber President to provide current and updated information to the press.
- Represent the City/County in joint planning sessions to establish tourism activities; serve local committees that enhance tourism and foster economic development.
- Attend meetings, seminars, conventions, and workshops to further tourism knowledge. Stay informed of the changes in the tourism industry, and attend mandatory Regional Visitor Information Center (RVIC) training.
- Coordinate special events.
- Prepare and deliver presentations to both local and regional civic and governmental organizations on tourism.
- Design, develop and implement in-service training programs for tourism volunteers.
- Coordinate the staffing requirements of the Visitor Information Center.
- Oversee the preparation of the tourism monthly Board report.
- Extensive experience in Microsoft Office programs and social media applications.
- Designing and implementing social media strategy to align with business goals.
- Monitor SEO and web traffic metrics.
- Oversee tourism social media accounts (i.e. Facebook, Twitter, website, profile pictures and blogs.)

Any other duties as designated by the Chamber President.