

Blairsville-Union County Chamber of Commerce

Job Description for Tourism Director

Position: **Full Time Tourism Director**

Reports To: President

Job Overview:

The Tourism Director is responsible for growing Tourism-related revenues in Blairsville-Union County through the effective use of strategic thinking, leadership skills, community assets, financial acumen, industry knowledge & relationships and evolving tourism practices.

This position works in partnership with the City of Blairsville, Union County, Downtown Development Authority (DDA), Union County Development Authority, and local, state & regional tourism groups.

Job Responsibilities:

- Develop a dynamic annual Marketing strategy and execution plan that shows optimal ***potential*** impact on overall tourism revenues generated in the Blairsville-Union County tourism venues:
 - o Strategize with the Tourism Committee, who provide historical continuity, perspective and oversight to the Chamber's development of Marketing Strategy, promotion and marketing
 - o Articulate future (12+ months) of local & industry tourism & trends
 - o Maintain a current working knowledge of tourism assets
 - o Propose promotional campaigns and tourism-related activities
 - o Promote Blairsville-Union County as a destination for corporate meetings / conferences / family reunions and tour group solicitations
 - o Identify, recruit and encourage local people and potential visitors affiliated with state, regional, national and international organizations to hold future activities in Blairsville-Union County
 - o Demonstrate leadership through appropriate engagement of tourism partners
 - o Identify industry benchmarks and measurement targets

- Manage the tourism-centric image and reputation of the Blairsville-Union County area as a tourism destination:
 - o Oversee consistency of tourism-driven messages and marketing/product statements to ensure the presence of the desired marketed image of Blairsville-Union County
 - o Oversee the development of promotional materials, electronic media information, websites, press releases and other assets that promote the accurate depiction of community & tourism assets
 - o Represent Blairsville-Union County tourism interests at industry conferences, promotional events and tourism activities/venues

- Provide promotional support to tourism opportunities that increase tourism revenues:
 - o Make efficient and effective use of multiple medias (i.e., paper, electronic, websites, video, personal appearance, etc) to convey consistent tourism/marketing message(s) to targeted audiences
 - o Manage external services providers (i.e., Content Creative, Laurie Rowe Communications, etc)
 - o Identify and synchronize efforts with tourism partners, where appropriate
 - o Provide periodic update of results against deliverables & benchmarks

- Provide financial oversight of overall Blairsville-Union County Chamber of Commerce tourism spending
 - o Recommend opportunities to optimize ROI for tourism spending
 - o Provide regular reporting to Chamber President including allocation of Hotel/Motel Tax Funds received, website statistics, media exposure and events supported

- Miscellaneous other tasks:
 - o Oversee the Blairsville-Union County Chamber blog and tourism related social media
 - o Respond to local, state, and regional tourism related request
 - o Recruit and host travel writers
 - o Maintain and facilitate Blairsville-Union County's Camera Ready status
 - o Attend travel shows
 - o Serve on and participate in local festival event committees as assigned

Required Skills & Qualifications:

- 2+ years of progressive tourism experience demonstrating industry knowledge and direct contribution to tourism growth
- Excellent interpersonal skills
- Excellent communications skills using multiple medias
- Excellent time management and organizational skills
- Ability to multi-task
- Proficient in Microsoft Office Suite
- Exhibits creativity
- Ability to build consensus
- Ability to lift 25 pounds regularly and up to 50 pounds occasionally; physical activity required