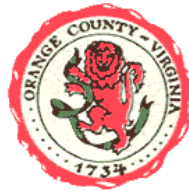


ORANGE COUNTY, VIRGINIA

R. BRYAN DAVID
COUNTY ADMINISTRATOR

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Position Announcement Tourism Manager

The County of Orange is seeking applications for the position of Tourism Manager. Duties include, but are not limited to:

- Develops, manages, and implements a Tourism Development Plan and secures organizational commitment for the Plan from the County Administrator, Board of Supervisors, Tourism Advisory Committee, and internal and external stakeholders.
- Solicits input from and coordinates and manages departmental programs and activities with key tourism principals, including local and regional tourism-related businesses, the Virginia Tourism Corporation, local and regional visitor attractions, the Towns of Gordonsville and Orange, the Orange Chamber of Commerce, the Orange Downtown Alliance, historical and cultural groups, and other allied organizations and individuals.
- Provides leadership and serves as contact person for Orange County's tourism program.
- Sets priorities, implements, and manages an integrated marketing and public communications program to promote Orange County and advance its local tourism economy, including brand development and placement; earned media from tourism-related writers, reporters, videographers, and publications; development and maintenance of social media and Internet-based platforms; and, collateral material and advertising development and procurement.
- Identifies, collects, and analyzes pertinent tourism-related data and information, including current and future market demand, econometrics, new or expanding markets, monitoring of competing attractions, and establishing needed products in coordination with key tourism stakeholders.
- Seeks financial and technical resources to implement the Tourism Development Plan, including the research and pursuit of appropriate grant opportunities and the development and promotion of proposals to private and public funders or event planners at the local, regional, state, and national levels.
- Manages and supervises volunteer staff and facilities at the Orange County Visitor Center.
- Serves as the primary staff support to the Tourism Advisory Committee and participates in the Tourism Roundtable.
- Prepares and delivers presentations on tourism program development, implementation, and management to elected and appointed officials, businesses, local, regional, and state organizations, and other similar groups.

- Collaborates with County staff and key tourism stakeholders to assess and recommend modifications to the Tourism Development Plan based on changing needs and resources, market conditions, technology innovations, opportunities, and other similar influences.
- Supports and closely coordinates joint projects, programs, and initiatives with the Department of Economic Development, as needed.
- Develops, recommends, and oversees annual operating and capital budgets for the department, and other related budgetary and financial matters, as needed.
- Maintains working knowledge of tourism business development trends and best practices through sustained relationships with the Virginia Tourism Corporation, the Virginia Association of Destination Marketing Organizations, and other tourism-related professional organizations and individuals. Reviews current studies and literature as appropriate.
- Develops, coordinates, implements, and manages special projects as may be assigned.
- Performs administrative and management tasks as a department head, and supervises departmental administrative staff as appropriate.
- Performs related tasks as required.

Bachelor's Degree from an accredited college or university required, preferably in Business Administration, Communications, Marketing, Economics, or related field. Education must be supplemented by a minimum of five (5) years of progressively responsible experience in a comparable organization. Other equivalent education and/or experience may be considered in meeting the minimum education and experience requirements. Possession of an appropriate driver's license valid in the Commonwealth of Virginia.

Interested applicants should visit our website at orangecountyva.gov or obtain an application package during regular business hours (8:00AM to 5:00 PM) at the Orange County Administrator's Office, 112 W. Main Street, Orange, VA 22960; (540) 672-3313.

This solicitation remains open until the position is filled. Review of completed applications and accompanying résumés will commence on October 9, 2017.

Hiring salary range expected to be within \$47,100 to \$58,500+, based upon candidate qualifications and experience. Excellent employee benefit package includes retirement plan, paid leave, group life insurance, and medical insurance.

Orange County is an Equal Opportunity Employer.