



**EXECUTIVE DIRECTOR  
BLACKSBURG/CHRISTIANSBURG/MONTGOMERY COUNTY TOURISM OFFICE**

The Blacksburg/Christiansburg/Montgomery County Tourism Office is currently recruiting qualified individuals for the position of Executive Director. The Executive Director serves as the face of tourism for the County and the two towns, and is responsible for the direction and operation of the Tourism Office. The Executive Director reports directly to the Tourism Operating Board, consisting of the County Administrator and the Town Managers from the two towns. The Executive Director manages staff and the tourism office locations, develops and coordinates the Office's capabilities and operations, oversees the activities of the various tourism committees, and serves as the spokesperson for tourism matters.

The Executive Director works with representatives of the local governments, business and civic leaders, tourism industry professionals, and tourism related groups in the development of tourism strategies, marketing efforts, and programs to successfully promote tourism development within the County and the two towns. The Executive Director is responsible for managing and updating the regional tourism plan; developing the annual budget for the Tourism office; researching the tourism industry and assembling market data to assist tourism providers; and identifying and soliciting tourism promotion funding through grants and other programs. The Executive Director will also provide presentations and public communications related to the tourism program to various groups and organizations.

The successful candidate will have a Bachelor's degree in Hospitality and Tourism Management, communications, marketing, public relations, or related field, and 5-7 years of related experience in marketing and/or public relations work, or any combination of training and experience which provides the required knowledge, skills, and abilities. Knowledge of Montgomery County, the Towns of Blacksburg and Christiansburg, and the New River Valley area is highly desirable. The position requires relevant experience in advertising and marketing, the ability to write and communicate effectively, and the ability to work well in both professional and casual environments. The successful candidate will have demonstrated negotiating skills and be able to act as an influential advocate in promoting both the tourism industry as a whole, as well as representing the interests of business groups and individual entrepreneurs. Proven talent in developing and marketing both product ideas and products are essential.

Hiring range DOQ; minimum salary for the position is \$65,000. Excellent benefits (paid health, dental and vision; flex spending; life, disability, wellness clinic, VRS retirement, 401/457 supplemental retirement, and much more!) For more information or to apply for accommodation for disabilities, contact Montgomery County Human Resources at 540.394.2007.

Visit <http://www.montgomerycountyva.gov/HR> to apply for this position. A resume must be attached to online application, along with a cover letter for the position. First review of applications will begin on August 23, 2021.

Montgomery County, VA and the Towns of Blacksburg and Christiansburg, VA are committed to the principles of diversity and, in that spirit, seeks a broad spectrum of candidates including women, minorities, persons with disabilities, and veterans. As an Equal Opportunity Employer and certified Virginia Values Veterans (V3) organization, we are dedicated to nondiscrimination in recruitment, selection, hiring, pay, promotion, retention or other personnel action affecting employees or candidates for employment. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex/ sexual orientation/gender/identity, national origin, disability or protected veteran status.

