



Carroll County, VA Seeking Tourism Manager

General Definition of Work Performs work developing, planning, organizing and implementing tourism programs and special events for the County, coordinating the operation of the County's visitor center including scheduling and supervising staff, preparing and maintaining records, files and reports, and related work as apparent or assigned. Work is performed under the limited supervision of the County Administrator. Continuous supervision is exercised over all department personnel.

Essential Functions

- Develops, plans, organizes, implements and evaluates effectiveness of overall tourism program and tourism projects for the County.
- Recruits and selects departmental personnel; coaches, counsels and disciplines personnel; recommends transfers, promotions, suspensions, demotions and terminations; develops staff schedules, assigns, directs and inspects the work of department personnel.
- Oversees tourism and visitor center operations and staff; performs associated administrative duties
- Prepares reports and presents information as requested regarding the tourism department and related initiatives.
- Actively serves on board appointed committees; attends meetings, seminars, conferences and vendor shows related to County tourism initiatives.
- Creates, maintains and verifies database information and events calendars; maintains office files; performs office duties including answering telephone, making copies and preparing various documents.
- Provides travel information to the public.
- Creates and implements new marketing strategies; assists with and leads planning and implementation of new projects; evaluates strategies and projects for effectiveness.
- Develops and maintains relationships with local businesses, clients and customers; provides support to local businesses and entrepreneurs regarding marketing opportunities and education.
- Tracks tourism related economic indicators, collects and analyzes target market data.
- Monitors and updates internet information regarding County tourism, including website and social media outlets.
- Helps plan and coordinate local, community and regional special events; recruits volunteers, incorporates civic organizations, school groups and others as needed and appropriate to assist with special events.
- Works collaboratively with local, regional and state partners/agencies on tourism initiatives.
- Assists with budget preparation for department; monitors expenses and revenue; submits accounts payable; prepares invoices as required.
- Identifies, writes applications for and administers grants as needed.
- Serves as a public relations media point of contact for tourism; participates in media interviews and productions.

Education and Experience

Associate's Degree with coursework in leisure services, or related field and moderate experience in a tourism related industry and local area knowledge, or equivalent combination of education and experience. Bachelor's Degree preferred.

Special Requirements

Valid driver's license in the Commonwealth of Virginia.

Visit www.carrollcountyva.gov/employment for information on how to apply.