

Carroll County, VA

TOURISM MANAGER



Could this be for You?

We are looking for an energetic and creative individual to lead our County's Tourism Department and oversee the Blue Ridge Plateau Regional Visitor's Center ... someone who enjoys marketing, making connections and being part of a local community.



What about Us?

Carroll County, VA, located along Interstate I-77 in scenic southwest Virginia, has a diverse geography with breath-taking mountain top views as well as scenic foothills and Piedmont vistas. The beautiful New River and Blue Ridge Parkway meander throughout our County, and we enjoy the scenery and recreation they provide. But, we have a lot more to offer travelers and tourists alike.



Interested?

You will find the employment application on our website at: <https://www.carrollcountyva.gov/employment>.

Need more information?

You can contact Human Resources at 276-730-3002.



WWW.CARROLLCOUNTYVA.GOV



276-730-3002



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Carroll County Tourism

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.

Education and Experience

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

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, 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.



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