

Rockbridge Regional Tourism, a partnership between the cities of Buena Vista and Lexington as well as Rockbridge County VA, is seeking an experienced professional to lead the tourism program. Excellent communication, management, and marketing skills are essential.

The Tourism Director is responsible for managing all aspects of the regional Tourism program including but not limited to budgeting, management of up to three full-time and twelve part-time staff as well as the operation of three visitor contact centers located in Lexington, Buena Vista and the Natural Bridge State Park. The Tourism Director works under the general supervision of the Rockbridge Regional Tourism Board.

In addition to the duties listed above, the director will work with Rockbridge Outdoors leadership team to plan, develop and promote outdoor recreational opportunities for the region. The Director will work to promote and sell the Rockbridge area as a premier leisure and small meeting destination that achieves a positive impact on revenue growth for area hotels, restaurants, attractions, museums and shopping venues through the development and use of comprehensive marketing strategies.

The director will work closely with regional, state and national tourism marketing and professional associations. Communicates and regularly presents to regional leadership, partners, residents and media regarding tourism initiatives, performance data, news and other relevant information.

The successful candidate will act as the primary spokesperson for the region's travel industry as well as create and maintain strategic partnerships and collaborations among area organizations, community groups, regional tourism partners and local officials. The salary range for this position will be \$57,941 to \$86,455 annually depending on qualifications and experience. Additionally, the successful candidate must possess a valid Virginia driver's license as well as submit to a comprehensive background check and preemployment drug screen as a condition of employment. Applicants with established residence within the service area will be given first review.

Application forms are available at the human resources office located on the second floor of Lexington City Hall (300 E Washington Street) and online by clicking [here](#) . Please direct any questions you may have regarding the position to [rbailey@lexingtonva.gov](mailto:rbailey@lexingtonva.gov) with the subject "Director's Position" so that a Board member may contact you. Applications, along with cover letter, resume and professional references must be returned to the human resources office at the address shown above or via email to [rbailey@lexingtonva.gov](mailto:rbailey@lexingtonva.gov) First review of applications to begin on September 15, 2023 and the position is open until filled. Rockbridge Regional Tourism is an equal opportunity employer that values diversity in its workforce.