



DEPARTMENT OF HUMAN RESOURCES  
CITY & SCHOOLS

**DIRECTOR OF TOURISM**

**The City of Staunton, located in the heart of the Shenandoah Valley, is seeking highly qualified applicants for the position of Director of Tourism. Come join our highly professional team dedicated to serving this dynamic city and its citizens. For more information about the Tourism Department, please visit [Tourism Department](#). The City of Staunton offers highly competitive compensation and benefits. Staunton, with a relatively low cost of living, is known for its history, architecture, arts and cultural and culinary delights.**

*“One of the prettiest and most progressive towns in the South” and “20 charming mountain towns to visit this fall”—Southern Living*

The City of Staunton is seeking an innovative leader who will be a critical and highly visible leader on the management team, supporting the City Manager in creating a desirable community that provides high quality services. The Director of Tourism will manage all tourism activities including developing, planning, implementing and evaluating marketing, advertising and public relations programs. The individual will have a comprehensive knowledge of the tourism industry and trends; strong oral and written communications skills and the ability to: establish and maintain effective working relationships with public officials, businesses, citizen groups, and the general public; provide working leadership with co-workers and business partners and; prepare and present comprehensive financial and administrative reports.

The Director of Tourism will be responsible for the following:

- Supervising and directing two full-time and four part-time staff, including the Department Secretary, Group Sales & Marketing Manager, Travel Counselor Supervisor, and three Visitor Center Travel Counselors. Coordinating daily work activities;
- Providing management of operations including developing and managing budget allocations to effectively utilize resources; developing reports of operations; preparing reports on program services, tourism numbers, group tours etc.;
- Providing leadership and direction in the development of the annual marketing plan based on program operation and evaluation, budget and resource allocation and industry trends and data for the City of Staunton tourism program;
- Evaluating market research to determine visitor data to plan for tourism advertising and programming;
- Developing and managing an annual public relations program; planning and coordinating media visits; coordinating complimentary meals, lodging and attraction visits when available;
- Developing programs to cultivate travel writers of various media with the goal of insertion of feature articles in major media outlets;
- Conducting an effective publicity and community awareness program to increase local awareness and enthusiasm for the tourism industry and its economic and social impact;
- Developing, producing and distributing brochures, media kits and general visitor guides;
- Establishing and maintaining effective working relationships with local businesses for the purpose of promoting, supporting and coordinating tourist referrals and business and provides updated information on City events, offerings, attractions, etc.;
- Identifying and coordinating opportunities among area attractions and businesses for cooperative promotion;
- Evaluating all tourism programs, advertising, public relations programs to determine effectiveness and need for future efforts;
- Serving as staff representative to Tourism Advisory Board. Coordinating meetings, providing data and reports and serving as liaison between City Council, City management and the Board;
- Serving as staff representative to the Greater Augusta Regional Tourism Board;
- Representing Staunton as staff liaison with Shenandoah Valley Travel Association, the Shenandoah Valley

116 W. Beverley Street Staunton, Virginia 24401

City: 540.332.3825 (office) 540.851.4020 (fax) Schools: 540.332.3920 (office) 540.332.3924 (fax)

Tourism Partnership, Virginia Tourism Corporation, Virginia Film Office, Virginia Restaurant, Lodging and Travel Association, Virginia Association of Destination Marketing Organizations, Virginia 250 Commission, and similar organizations to promote activities and communication;

- Coordinating with state and local employees and officials to ensure appropriate highway signage, directional information, parking and other public amenities required by the traveler;
- Overseeing the management of the website for Tourism;
- Maintaining a computer list of resources for mailings, contacts and promotional packages; ensuring all materials and mailing are up-to-date for marketing of attractions and events;
- Managing the operation, staffing, and maintenance of the Downtown Staunton Visitor Center;
- Compiling and interpreting various data for studies, reports, and recommendations; analyzing data and identifying trends; preparing and distributing reports;
- Preparing and administering annual operating budget for the Tourism Department; monitoring expenditures to ensure compliance with approved budgets; reviews and approves invoices;
- Overseeing preparation and administration of grant applications; conducting research to identify and acquire federal, state, and local funding sources and;
- Communicating with employees, volunteers, other departments, City officials, local/regional governments, state agencies, local businesses leaders, local lodging/restaurant establishments, local attractions, community organizations, visitors, local residents, the public, the media, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, resolve problems, or give/receive advice/direction.

Bachelor's degree in marketing, hospitality and/or tourism, similar field or equivalent amount of training and experience. At least 5-7 years of progressively responsible management experience in related sales or marketing, with 1-2 years of supervisor experience; or an equivalent combination of education and experience. Position is required to work nights, week-ends and holidays to accomplish organizational and department goals. Position requires frequent overnight travel. Valid driver's license with a good driving record is required.

Excellent benefits include participation in the Virginia Retirement System, paid-time off, group life insurance, medical insurance, professional dues, and conference expenses. Relocation allowance provided.

For a complete job description, please contact Jonathan Venn, Chief Human Resources Officer.

Criminal background check is required.

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FLSA:	Exempt
Grade:	21
Hiring Range:	\$85,000-\$100,000 DOE/DOQ
Start Date:	On or around mid-January 2024 or negotiable
Reports To:	City Manager

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The recruitment will remain open until filled. Interested applicants should submit an online application, cover letter and resume, no later than **December 9, 2023**.

Jonathan Venn, Chief Human Resources Officer  
City of Staunton/Staunton City Schools  
116 West Beverley St (Human Resources, 2<sup>nd</sup> Floor City Hall)  
Staunton, VA. 24401  
504-332-3914  
vennjg@ci.staunton.va.us