

Shenandoah County

Tourism Development Manager

Job Summary

The Tourism Development Manager performs complex professional and administrative work related to promoting tourism, project management to include the development of concepts and the ability to see them through, and other tourism services within and for Shenandoah County. Work is performed under the general supervision of the Director of Tourism & Economic Development and requires independent work, follow through and taking the lead on multiple projects while building relationships with multiple stakeholders and partners.

Essential Job Functions

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. The County provides reasonable accommodations to enable individuals with disabilities to perform the primary functions herein described.

- Coordinates activities to support tourism development within the County.
- Works as a liaison with tourism and economic development organizations, civic groups, local, regional, and state agencies.
- Maintains ongoing relationships with tourism and economic development partners.
- Provides assistance with short and long-range project planning.
- Develops, recommends, and implements tourism programming to include product development, special events, and tourism advertising and promotions.
- Coordinates and implements programs to serve tourism-related businesses, and entrepreneurs.
- Performs administrative tasks related to project and office operations.
- Performs staff support services as directed in support of the Tourism Council of Shenandoah County.

- Compiles and maintains databases with marketing, visitation related statistics, and other related data.
- Compiles and maintains current data on the tourism industry and characteristics of the County, including annual economic impact data, visitation trends, marketing statistics, existing businesses, short-term rentals, and other related data.
- Assists in the preparation and administration of grants and RFPs as related to tourism development and marketing.
- Coordinates the implementation of marketing, public relations and promotion plans designed to attract tourists.
- Develops and maintains relationships with travel writers and other public relations officials to promote Shenandoah County's inclusion in publications, blogs and social media.
- Research media outlets and their corresponding editorial calendars to develop a pitch list database and content calendar for the office.
- Attends and contributes to meetings of various tourism-related functions as a representative of the department and county.
- Maintains accurate and up-to-date information on the County's tourism website and social media platforms.
- Assists in the development of a strategic plan for the department's tourism-related functions.
- Leads event planning efforts for tourism projects.
- Coordinates activities with the towns located in Shenandoah County.

Education and Experience

Requires a Bachelor's Degree in Marketing, Economics, Business Administration, or related field, two (2) years of experience in economic development, tourism, marketing, or related field, or equivalent combination of education and experience.

Licenses or Certifications

- Possession of an appropriate driver's license valid in the Commonwealth of Virginia.

The annual starting pay range for the **FLSA-exempt** position of **Tourism Development Manager** is **\$53,479.78 to \$69,523.72** commensurate with qualifications, experience, and internal equity. The County offers an excellent benefits package, including Virginia Retirement System, health and dental insurance, vacation and sick leave, and holidays. The successful candidate must pass a pre-employment, post-offer drug screening and background check.

The County application and position description are available at www.shenandoahcountyva.us/administration/employment/, or in the Office of the County Administrator, 600 North Main Street, Suite 102, Woodstock, VA 22664, 540-459-6165. Qualified applicants should submit a complete application, cover letter, and resume in person or by mail to the attention of Shenandoah County Human Resources, 600 North Main Street, Suite 102, Woodstock, Virginia 22664. Applications may also be submitted electronically to jobs@shenandoahcountyva.us.

The position is open until filled with a first review date of **Monday, April 7, 2025**

To view a complete job description, please [Click Here](#)

To complete an Application, please [Click Here](#)

Shenandoah County is an Equal Opportunity Employer