



**Join us in Montgomery County, Virginia as the Executive Director of Tourism!**

### **Blacksburg/Christiansburg/Montgomery County Tourism Office**

Are you a dynamic and passionate leader ready to make a lasting impact in a vibrant community? Montgomery County, the largest county in western Virginia, is seeking an innovative and results-driven Executive Director for the Blacksburg/Christiansburg/Montgomery County Tourism Office.

This is an exciting opportunity to lead tourism efforts for a region celebrated for its scenic beauty, rich history, and thriving cultural and academic landscape. As Executive Director, you will drive tourism development, promote regional assets, and serve as a key ambassador for the area's diverse attractions.

#### **About the Role**

The Executive Director will represent Montgomery County, Blacksburg, and Christiansburg as the key advocate for tourism, while providing strategic guidance and vision to the tourism office. Reporting directly to the Tourism Operating Board, comprised of the County Administrator and the two Town Managers, you will manage staff; oversee office operations; and lead marketing and community engagement initiatives. Your role will include developing partnerships with local government, businesses, and tourism professionals to create programs that foster tourism growth and promote regional assets such as sports tourism, outdoor recreation, university attractions, arts and culture, history, and special events.

#### **Key Responsibilities:**

- **Leadership & Strategy:** Oversee the daily operations of the Tourism Office, including staff management, budget development, and tourism program implementation.
- **Marketing & Promotion:** Develop and execute innovative marketing strategies that showcase our communities, highlighting its diverse attractions and high-quality services.
- **Partnership Development:** Collaborate with local governments, businesses, tourism organizations, and community leaders to drive tourism initiatives and secure funding through grants and other sources.
- **Community Engagement:** Represent the tourism office at public events, make presentations, and engage with a wide array of stakeholders, from business owners to government leaders.
- **Tourism Planning:** Manage and update the regional tourism plan, ensuring alignment with community goals and regional branding efforts.

## What you will bring:

- **Experience & Knowledge:** With a degree in Hospitality, Tourism Management, Marketing, or a related field, and 5-7 years of relevant experience in marketing, public relations, or event management, you understand how to navigate the complexities of tourism development.
- **Visionary Leadership:** You possess the strategic thinking and leadership skills to shape long-term tourism goals while effectively managing day-to-day operations.
- **Communication Skills:** You can articulate ideas clearly, foster relationships with diverse groups, and are comfortable in both formal and casual settings.
- **Desire to Serve as our Local Champion:** Your knowledge of Montgomery County, Blacksburg, and Christiansburg is a plus, and you're passionate about promoting the region's strengths, from outdoor adventures to university culture.

## Why Montgomery County?

Montgomery County, nestled in the scenic New River Valley and foothills of the Blue Ridge Mountains, offers a unique blend of modern living, natural beauty, and abundant tourism opportunities. The region is a prime destination for sports tourism, featuring tournament-scale athletic venues like the Christiansburg Aquatic Center, Harkrader Sports Complex, Christiansburg Huckleberry Park, and Virginia Tech's ACC athletic facilities, including Lane Stadium and Cassell Coliseum. Visitors can also enjoy outdoor recreation such as hiking, biking, and river activities alongside vibrant cultural and historical programming and sites. Home to Virginia Tech, a global academic hub, and surrounded by stunning landscapes, Montgomery County is recognized for its thriving economy, excellent schools, and outstanding quality of life, making it one of Virginia's top places to live, work, and explore.

## Compensation & Benefits:

- **Competitive Salary:** \$70,000-\$85,000, depending on experience and qualifications.
- **Comprehensive Benefits Package:** plus excellent benefits (health, dental and vision, flex spending; life, disability, wellness clinic, VRS retirement, 401 & 457 retirement options, and much more.)
- **Professional Growth:** Be part of a forward-thinking community with opportunities for professional development including attendance at regional, state, and national conferences as well as leadership development.

## How to Apply:

If you are ready to take on this exciting leadership opportunity, apply today! Submit your resume and cover letter through our online portal at [www.montgomerycountyva.gov/hr](http://www.montgomerycountyva.gov/hr).

Application review begins **May 2, 2025**. Position open until filled.

To request an accommodation for disabilities, contact Human Resources at 540-394-2007.

Montgomery County, VA, and the Towns of Blacksburg and Christiansburg, VA are committed to the principles of diversity and, in that spirit, seeks a broad spectrum of candidates including women, minorities, persons with disabilities, and veterans. As an Equal Opportunity Employer and certified Virginia Values Veterans (V3) organization, we are dedicated to nondiscrimination in recruitment, selection, hiring, pay, promotion, retention, or other personnel action affecting employees or candidates for employment. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex/ sexual orientation/gender/identity, national origin, disability, or protected veteran status.