



GORDON COUNTY
CALHOUN, GEORGIA
CONVENTION & VISITORS BUREAU

Convention & Visitors Bureau Director

Job Purpose:

The primary role of the CVB Director is to promote Calhoun and Gordon County as a tourist destination and to promote attractions and events in the Gordon County Region. This position is responsible for the coordination of the Chamber's Tourism Task Force and to increase hotel occupancy as well as maintaining the Regional Visitor Information Center (RVIC) status. Other responsibilities include working with chamber members, especially hoteliers and other travel industry professionals, to put strategic direction to targeting affinity groups for outdoor recreation opportunities, marketing existing attractions and events, attracting trade or other events, and developing new events to increase travel within the area.

Duties:

- Work closely with hotels/motels and attractions to create programs enhancing partnerships in Calhoun and Gordon County.
- Act as an advocate of attractions and community events to visitors/residents and participate in these events.
- Oversee all marketing, advertising, media, website, and social media for the Convention & Visitors Bureau
- Maintain, understand, assist in planning and oversee the CVB Budget.
- Promote the Gordon County Chamber of Commerce and Convention & Visitors Bureau as a Regional Visitor Information Center (RVIC).
- Maintain RVIC status by completing all mandatory cross-training and meeting all base requirements each calendar year.
- Work closely with Chamber leadership, Chamber staff, and Chamber Board of Directors to promote tourism in Calhoun and Gordon County.
- Sponsor or co-sponsor events that impact the community, such as BBQ Boogie & Blues, Christmas Parade of Lights, etc.
- All other duties as assigned

Skills/Qualifications:

Must have commensurate work experience and be computer literate and proficient in social media outlets. The applicant must have the ability to create marketing material and presentations. The applicant needs to possess excellent and effective communication skills, both written and verbal, as well as the ability to establish and maintain effective working relationships with co-workers, visitors, and then general public. Knowledge of the Calhoun and Gordon County area and experience in public relations/marketing are preferred.

Reports to: Chamber President/CEO

Salary: Based upon qualifications and experience