



Job Title:	Tourism Manager
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JOB DESCRIPTION

Pay Grade: 12
Job Code: TBD
FLSA Status: Exempt

JOB SUMMARY

The Tourism Manager leads and manages the City of Douglasville's tourism and destination marketing initiatives through the Convention and Visitors Bureau (CVB). The position develops and implements tourism marketing strategies, manages the Welcome Center operations, supervises tourism staff, and coordinates initiatives that promote Douglasville as a visitor destination. Work is performed with considerable independence and requires collaboration with City leadership, community organizations, tourism partners, and regional agencies.

ESSENTIAL JOB FUNCTIONS

- Leads and manages the City of Douglasville's Convention and Visitors Bureau (CVB) programs and initiatives in alignment with City Council goals and direction from the Assistant Conference Center and Tourism Director.
- Oversees daily operations of the Douglasville Welcome Center and supervises tourism staff, including hiring, training, and performance management.
- Serves as staff liaison to the CVB Advisory Board, coordinating meetings, preparing agendas, maintaining records, and ensuring alignment with City tourism goals.
- Prepares and administers the CVB annual budget and program of work, including oversight of tourism operations and gift shop revenue and expenditures.
- Develops and implements short- and long-range tourism marketing strategies to promote Douglasville as a visitor destination.
- Builds and maintains partnerships with regional tourism organizations, hotels, restaurants, attractions, tour operators, and community organizations to support tourism growth and economic development.
- Identifies target tourism markets through research and develops outreach strategies including group travel, weddings, reunions, and tour operator programs.
- Represents the City at trade shows, tourism events, and industry meetings to promote Douglasville and generate visitor activity.
- Coordinates familiarization (FAM) tours, media visits, and promotional events to increase awareness of Douglasville's tourism offerings.
- Supports tourism development initiatives by collaborating with local businesses, hotels, and community organizations to increase overnight visitation and tourism opportunities.
- Oversees the Digital Marketing Coordinator and ensures tourism marketing initiatives align with broader City branding and promotional strategies.
- Tracks tourism performance metrics including visitor data, economic impact information, and hotel activity reports to evaluate program effectiveness.
- Plans and coordinates tourism-related initiatives and promotional events, including National Tourism Week and other destination marketing activities.
- Performs other related duties as assigned.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Requires Bachelor’s Degree in Business, Hospitality, Tourism, or closely related field; three (3) years of related and progressively responsible experience in field or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

CERTIFICATION, LICENSE, AND SPECIAL REQUIREMENTS

Must possess and maintain a Valid Georgia Driver’s license.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of Convention and Visitors Bureau operations and tourism industry practices.
- Knowledge of destination marketing strategies and tourism promotion techniques.
- Knowledge of municipal budgeting practices and program administration.
- Skill in developing partnerships with community organizations and tourism stakeholders.
- Skill in written and verbal communication, including presentations and public outreach.
- Ability to analyze tourism data and evaluate program performance.
- Ability to supervise staff and manage multiple projects and initiatives.
- Ability to represent the City professionally with public officials, businesses, and community organizations.

PHYSICAL DEMANDS

Work requires sitting, standing, walking, and operating standard office equipment. The position may require lifting materials up to 25 pounds and occasional travel to meetings, tourism events, or City facilities.

WORK ENVIRONMENT

Work is performed primarily in an office environment with periodic travel to meetings, tourism events, and City facilities. The position may involve occasional outdoor activities and interaction with community partners, businesses, and the public.

ACKNOWLEDGEMENT

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in this job description, but which may be reasonably considered to be incidental to the performance of their duties, as though they were actually written out in this job description.

By signing this document, you affirm that you have read the above job description and understand the duties and responsibilities enumerated therein.

Printed Name

Signature

Date