



Position Title: Partner Relations Manager

Reports to: Director of Tourism

Type of Employment: Full Time, Exempt

Date revised: 11/9/23

Job Brief:

Visit Henry County, Georgia (VHCG) is the tourism promotion arm of the Henry County Chamber of Commerce. VHCG is seeking an outgoing individual to build relationships with VHCG's tourism partners. The partner relations manager is responsible for developing and maintaining relationships with the VHCG stakeholders, developing, and implementing training and educational programming and assisting the Visitors Service Manager with the operations of the VHCG Mobile Visitors Center. This person will professionally and pleasantly interact with a variety of people and, as appropriate, will represent VHCG at designated functions.

Essential Duties:

- Sustain and strengthen partnerships with VHCG tourism partners. Maintain accurate database of hotels' general managers and sales team contacts.
- Make monthly visits to VHCG partner hotels and quarterly one-on-one hotel management meetings and provide training events for staff
- Distribute visitors guides and pad maps and any other collateral to hotels
- Conduct site inspections and/or familiarization tours with volunteers
- Maintain a detailed knowledge and written list of special event and meeting facilities and recreational venues, including capacities, space expansions, space limitations, renovations and special concessions for group business
- Sell Henry County as an excellent, and affordable location for meetings, special events, weddings and reunions
- Work with the Henry County Development Authority, local HR groups/representatives and the cities' main street and economic development teams to educate and provide resources to Henry County employers about Henry County's tourism offerings
- Plan and execute promotions in local and regional areas to promote and sell Henry County attractions to visitors
- Produce an e-newsletter to hotel partners and tourism stakeholders
- Work with the Director of Tourism and the creative team to develop appropriate collateral for selling specific niche markets

- Host information booth at local community events as needed
- Collectively work with the VHCG staff and board of directors to create new ideas and implement programs, promotions, and sales initiatives to further enhance the overall tourism marketing program for Henry County
- Compile monthly events calendar & send to hotels each month
- Find, contact and on-board new VHCG partners for inclusion in VHCG collateral
- Serve as the staff lead for the Art Consortium to help secure, guide, direct and maintain public art projects
- Maintain strong relationships with local artists and help connect artist with projects through the Consortium
- Serve as the staff lead for the Tourism Marketing Grant review committee
- Work with the Director of Tourism to identify businesses, stories and other content for the annual visitors guide
- Sell ads to tourism partners in the annual visitors guide
- Support Chamber events as needed
- Perform such other duties and responsibilities as may be assigned by the Director of Tourism

Skills:

- Gregarious, outgoing, enthusiastic, and friendly personality
- Strong organizational skills with high level of attention to detail and ability to multi-task
- Superb communication skills (written, oral and electronic)
- Team player with high level of passion and dedication
- Ability to create lasting partnerships and relationships with a myriad of groups
- Ability to coordinate meetings and lead workshops
- Ability to organize and present clear and concise oral and written reports of findings and recommendations
- Proficient with Microsoft Office Suite
- Must be able to lift at least 25 pounds.
- Occasional nights and weekends required

Qualifications:

- A bachelor's degree in business, community public relations, marketing or hospitality & tourism preferred
- At least three to five years of experience in the travel and tourism industry or related field
- Program development skills preferred
- Strong existing local, civic and community relationships a plus
- Valid Georgia drivers license

Works Hours:

- Position is salaried, 40-hour work week
- Office hours are 8AM – 4PM. Due to the nature of the tourism industry, after hours networking and event support is occasionally required both on weeknights and weekends, including support for the NASCAR Races at Atlanta Motor Speedway each year.

Salary Range:

\$55,000 - \$65,000

Benefits:

Position contingent upon a satisfactory background check. The position is eligible for all of the Henry County Chamber of Commerce benefits, including group health, dental and vision programs. Also available to the employee are life insurance, long and short-term disability insurance, supplemental insurance policies, paid vacation, sick days, personal time off for emergencies, paid holidays and a simple IRA retirement program with a 3% matching contribution.

To apply, please send current resume, cover letter, and 3 professional references RE: PARTNER RELATIONS MANAGER POSITION, Attn: Laura Luker via email to lluker@visithenrycountygeorgia.com. Documents should be sent as attachments using Microsoft Word or PDF format and should not exceed five (5) megabytes. No phone calls please. Only those selected for an interview will be contacted.

Equal Opportunity Employer:

The Henry County Chamber of Commerce is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.