

JOHNS CREEK CONVENTIONS AND VISITORS BUREAU

Executive Director Position

Are you a visionary leader passionate about driving tourism and economic growth? Do you thrive in building strong community partnerships and crafting innovative marketing strategies that put destinations on the map? The Johns Creek Convention & Visitors Bureau is seeking an inspiring Executive Director to lead our dynamic team and elevate our destination's profile to new heights.

As the face of our CVB, you will have the unique opportunity to help shape the future of tourism in our vibrant community — working closely with local businesses, government leaders, and industry partners to attract visitors, conventions, and events that boost our economy and showcase all we have to offer.

If you are a self-motivated strategic thinker with a proven track record in hospitality, marketing, or economic development, and you're ready to make a meaningful impact, we want to hear from you!

Job Title: Executive Director

Compensation: Full-time salary between \$48,000 and \$55,000, negotiable based on experience and knowledge. Benefits as outlined in the personnel manual.

Reports To: Board of Directors.

Summary of Role:

- Oversee all tourism programs, including marketing, public relations, and visitor services.
- Implement programs to promote and attract tourists, groups, conventions, and related activities.
- Responsible for administration of strategic planning, financial management, and the overall direction of the bureau's operations.

Primary Duties and Responsibilities:

- Develop and implement the CVB's strategic plan in collaboration with the board.
- Manage day-to-day operations, ensuring compliance with all relevant policies and laws.
- Promote the destination to increase tourism and overnight stays.
- Build and maintain relationships with local, county, and state officials, hospitality partners, and the community.

- Oversee financial management, including budgeting, reporting, and audits.
- Promptly respond to incoming leads and requests.
- Prepare monthly and annual reports for the board and stakeholders.
- Attend industry meetings and stay informed on tourism trends.

Qualifications:

- Bachelor's degree from an accredited four-year college or university.
- Experience in the hospitality or tourism industry preferred.
- Excellent verbal and written communication skills.
- Strong leadership, analytical, and critical thinking abilities.
- Proficiency with computers and office equipment.
- Ability to work nights, weekends, and travel as required.
- Strong presentation, facilitation, and training skills.
- Ability to work effectively with diverse groups and exercise judgment, tact, and diplomacy.

Application Instructions:

- Submit a resume and cover letter to info@visitjohnscreek.com
- Deadline to receive applications is September 1, 2025.