

POSITION TITLE:

Director of Tourism/Visitor Economy -Greater Pooler Area Chamber of Commerce & Visitors Bureau, Inc.

STATEMENT OF THE POSITION

The Director of Tourism/Visitor Economy reports directly to the President & CEO of the Greater Pooler Area Chamber of Commerce and Visitors Bureau, Inc. This position shall be given the necessary authority and be held responsible for the management and administration of the duties associated with Tourism and Visitors Bureau. The Director of Tourism/Visitors Economy shall perform such responsibilities as may be assigned to him/her by the Executive Director.

MAJOR DUTIES OF THE POSITION

The duties of the Director of Tourism/Visitor Economy shall include, but not be limited to:

1. Strategic Planning
 - Assists Executive Director with preparation and administration of the annual CVB budgets funded from hotel occupancy taxes
 - Manages reporting on tourism industry performance
 - Recommends sponsorships for sports events, meetings & conventions, and community tourism partners
 - Oversee collaborations with Parks and Recreation Sports Manager for promotion of sports tourism development.
 - Create and manage local promotional programs and contests
 - Manage satellite visitor information sources e.g., the Savannah Hilton Head Airport, SC/GA Welcome Center, etc.
 - Organize familiarization tours for meetings site selectors
 - Oversees and assists with the planning, development, and distribution of internal and external public information materials including newsletters and informational brochures
 - Build campaigns to enhance the marketability of Pooler and promote attractions & community events to visitors.
 - Responsible for facilitating an active relationship with hotels/restaurants & attractions in the Pooler Area.
 - Prepare and distribute a yearly "Calendar of Events" to visitors.
2. Tour & Travel Trade Shows & Meetings
 - Provide presentations to community groups on the role of CVB as part of economic development and the impact of travel to the community
 - Maintain in-depth knowledge of local accommodations, meeting space, restaurants, and attractions.
 - Attends travel and trade shows/exhibitions as requested by the Executive Director to remain current on marketing and tourism trends, identification of new products, interact with advertising agencies and tour operators.
 - Host monthly or quarterly Travel meetings with local hotel partners with relevant speakers.

3. Forecasting

- Understand technical materials, reports, and journals, including budget information.
- Preparing clear and concise reports in relation to tourism in the Pooler Area.
- Research grants funded initiatives available for tourism and submits competitive grant applications as appropriate.
- Gather data and prepare annual tourism analysis for the Chamber of Commerce Board and the City of Pooler.
- Aggressively promote and develop business retention and attraction strategies

In addition, the duties of the shall include:

- (a) Designate 100% of duties promoting tourism.
- (b) Continue to invest and grow tourism as city funds continue to grow.
- (c) Must be able to work flexible hours, including evenings and weekends
- (d) Performs all other job-related duties as assigned or as become apparent

Qualities of a good candidate

Organizing work and setting priorities to meet deadlines

Possess writing, editing and proofreading skills

Interpersonal skills

Superior Communication skills

Knowledge of effective marketing, public relations and social media strategies