

Georgetown County Chamber of Commerce

531 Front St.
Georgetown, SC

Job Title:	Tourism Development Director
Reports to:	President/CEO of Georgetown County Chamber of Commerce
Classification:	Regular, Fulltime Exempt
Supervisory Responsibility:	Yes
Salary:	Based Upon Experience

Position Summary: Visionary, experienced marketing executive to lead the Tourism Division of the Georgetown County Chamber of Commerce with the purpose of growing and enhancing the visitor destination market. The goal is to promote Georgetown County as a preferred, premier travel destination resulting in growth of tourism-related revenues and ultimately new job development.

Reporting directly to the President & CEO of the Georgetown County Chamber of Commerce, the Tourism Development Director will develop, coordinate, implement and evaluate a comprehensive program for tourism development and promotion. The successful applicant will possess a proven track record in year-round destination marketing.

Duties include:

Strategic Planning

- Develop annual integrated marketing, advertising, media, public relations, sales and visitors services plan and partner strategy and budget in accordance with rules utilizing accommodations tax monies.
- Identify industry trends and recommend marketing strategies and changes based on analysis and feedback.
- Actively participate in overall Chamber strategic planning.

Marketing, Public Relations & Community Relations

- Implement tourism marketing plan.
- Serve as media buyer, negotiating and placing all advertising.
- Manage external services providers (i.e., PR Firm, digital services providers, creative partners, brochure distribution companies, etc.)
- Cultivate public relations and positive media exposure including organization of FAM (familiarization) tours.
- Improve usability, design and content of the website and manage updates.
- Plan and execute digital programs including online advertising, website strategy and design and social media.
- Measure and report performance of marketing, communications and media plan including the effectiveness of programs, campaigns, contest and other initiatives.
- In conjunction with the President, serve as the liaison with the media.
- Develop and maintain cooperative relationships with local and state governments, community groups, organizations, general public and Chamber staff that will be beneficial to the well-being and growth of tourism in Georgetown County and the supporting organizations.

- Must be able to establish excellent relationships and form strategic alliances with other executives, advertising agencies, PR agencies, creative suppliers, media, travel and tourism organizations, tourism partners, tourism writers, etc.
- Represent Georgetown County Chamber and tourism groups at community, state and regional meetings as required and approved.
- Grow and manage outbound visitor service opportunities (connecting with tourism partner events, etc.)
- Oversee Visitor Center functions.

Product Development

- Responsible for the development, production and distribution of marketing tools including advertising and publicity programs, the Visitors Guide, and other publications and exhibits, serving as copywriter and editor.
- Research and recommend alternate tourism revenue generation.
- Maintain a current working knowledge and inventory of Georgetown County tourism assets and continuously research potential new areas of asset development.

Organizational & Financial Management

- Serve as primary staff liaison and advisor to the Georgetown County Tourism Management Commission (TMC), Town of Pawleys Island A-Tax Committee (PIATC) and such other committees in a non-voting capacity. Prepare committee agendas and keep minutes of meetings. Prepare and distribute meeting materials in a timely manner.
- Assemble information and prepare reports as may be required by TMC, PIATC and the Chamber.
- Develop an annual budget in conjunction with the President/CEO, TMC and PIATC and ensure that the expenditures align with marketing plan.
- Provide financial oversight of tourism expenditures, including coordinating budgeting and planning activities; review financial statements with TMC, PIATC and Chamber Board.
- Grant writing/grant administration.
- Develop RFPs and maintain affiliation records for all services related to tourism work assignments.
- Manage contracts for tourism-related marketing services.
- Supervise staff and volunteers secured to help with projects and/or programs when necessary.
- Conduct daily operations under the supervision of the Georgetown County Chamber President/CEO and within the Chamber's personnel and procedures manual as a member of the Chamber staff.
- Additional responsibilities as assigned

Minimum Qualifications:

- Preferred: A degree in marketing and/or 5 years of experience in tourism marketing or a closely related field or an equivalent combination of experience and training; credentials in tourism marketing is a plus.
- “Big Picture” thinker in formulation of marketing plans plus ability to be detail oriented.
- Prior experience in media planning, negotiating and placement.
- Experience in digital marketing and digital production as well as traditional marketing materials.
- Solid understanding of SEO, SEM, web metrics, digital analytics and the ability to generate, analyze and interpret data.
- Strong financial acumen.
- Experience in grant writing and administration.
- Ability to speak before audiences and to the media.
- Demonstrated planning and organizing skills with the ability to set priorities and work under deadline pressure.
- Excellent communication and presentation skills.
- This position frequently requires early morning, evening and weekend work as well as overnight travel.
- Ability to work with minimal supervision and as part of the Chamber team.
- Valid SC driver’s license and immediate accessible transportation.

Please send your cover letter and résumé by email to Beth Stedman, President and CEO, Georgetown County Chamber of Commerce, bstedman@visitgeorge.com or mail to 531 Front St., Georgetown, SC 29440. Applications must be received via email or postmarked by February 27, 2017. No phone calls, please.

Georgetown County Chamber of Commerce is an equal opportunity employer.

DISCLAIMER: The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.