

Job Description – Tourism Manager

The Caldwell Chamber of Commerce is accepting applications for a tourism manager.

The tourism program for Lenoir and Caldwell County brings together the many cultural, heritage, rural, public lands and arts constituencies of the area and unifies efforts to promote natural, cultural and heritage tourism, which is typically the type of traveler these communities attract.

The ideal candidate is highly motivated, personable, articulate with excellent communication, computer and writing skills. Experience with social media marketing , graphic design, photography, networking and collaboration is required. The person has the ability to organize work, set priorities, meet critical deadlines and follow up on tasks with minimal direction and oversight; and can apply creative thinking to solutions.

Summary of Position:

The role of the Tourism is to direct and coordinate a comprehensive program of tourism development and promotion for the Lenoir/Caldwell County area. The primary responsibility of the Tourism Director is to grow tourism-related revenues in Lenoir and Caldwell County through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, and evolving tourism practices. This position will represent the Lenoir/Caldwell County community in the tourism industry, including developing and maintaining relationships within the travel region, North Carolina Department of Commerce, cooperative tourism partnerships, and others. The Manager will also be responsible for public speaking presentations, technical training and requests from local governments to provide informative guidance.

Working Conditions: Work is in an office setting but will require mobility during special events and conferences. In this position, it is necessary that the hours and days of the week be flexible. Working holidays and weekends will be required at some points. Travel and attendance at town, regional, or state meetings, conferences and events is required.

Description of Duties:

- Handle all aspects of the Lenoir/Caldwell tourism social media marketing
- Handle all aspects of the Caldwell Chamber of Commerce social media marketing
- Maintains the tourism website.
- Maintains the Chamber of Commerce website
- Oversee Visitor Center marketing strategy
- Maintain a current working knowledge and inventory of Lenoir/Caldwell County tourism assets, and consistently research potential new areas of asset development
- Develops integrated marketing, advertising, media and public relations strategies and tactics; identifies target demographic, monitors competition, and adjusts strategy accordingly.
- Oversees the development, review and distribution of fulfillment pieces, advertising, media releases, etc. on tourism-related subjects including occupancy, attractions, activities, events, facilities, marketing, and public relations.
- Develops and maintains partnerships with Lenoir TDA and other local organizations, local business community, surrounding communities, and regional marketing and economic development boards. Assists Chamber of Commerce to develop and implement marketing plan(s) for Chamber of Commerce special events.
- Represents the Lenoir/Caldwell area in cooperative local, regional, and statewide promotional efforts; develops and maintains a positive relationship with the business community and maintains public awareness of tourism issues and advertising opportunities.
- Supervises and participates in trade shows, sales missions, and familiarization tours for journalist, travel agents, and tour operators.
- Write and applies for funding through grants, sponsorships, and cooperative marketing programs.
- Coordinates and manages marketing of the annual Blackberry Festival

- Provide monthly reporting and analysis to Chamber Board and Lenoir TDA including social media and website statistics, media exposure, and events supported
- Provide marketing and promotion assistance for chamber-member tourism-focused events
- Assist as needed with the Chamber's signature programs: The Annual Meeting, Leadership Caldwell, Made In Caldwell, Annual Golf Tournament
- Perform other duties as assigned by the president

Qualifications

- Bachelor's degree in advertising, marketing, hospitality and tourism, or closely related field or three years of experience in advertising, marketing, hospitality and tourism, or closely related field.
- Proficiency in social media including Constant Contact, Twitter, Facebook, and Instagram
- Knowledge of website development
- Proficiency with Microsoft Office Suite as well as database technology
- Ability to strategically plan and schedule more than 12 months in advance and adhere to set schedules.
- Experience in working with the media and public.
- Supervisory experience preferred
- Strong organizational, time management and priority placement skills
- Must be a self-starter, detail orientated, reliable and maintain a professional demeanor
- Ability to provide excellent customer service and be a team player
- Ability to produce a large quantity of work at high quality
- Superior verbal and written communications skills
- Ability to function both independently and in a team environment
- Excellent telephone demeanor
- Strong people and interpersonal skills
- Ability to work flexible hours to include some evening and weekend work

- Ability to handle multiple priorities simultaneously
- Ability to perform in a fast-paced, work environment
- Valid driver's license and ownership of vehicle with insurance
- Ability to work with minimal supervision
- Knowledge of grant writing, special event management, economic development, and writing and distributing media releases.
- Must be able to lift 25 pounds regularly and up to 50 pounds occasionally; physical activity required

Position open until filled. For consideration, please submit a complete application, along with a resume to Caldwell Chamber of Commerce, 1909 Hickory Blvd. SE, Lenoir, NC 28645, by e-mail to Barbara@caldwellchambernc.com. Applications may be found on our website www.caldwellchambernc.com. Resumes received without an application will not be considered.

Compensation:

In addition to salary, CCC offers vacation leave, and travel expense.