Overview. Discover Dunwoody, the convention and visitors bureau for the City of Dunwoody, Georgia located on the north side of metropolitan Atlanta, has launched a search for an Executive Director. The Chason Group has been retained to lead the executive search.

About Dunwoody, Georgia. The City of Dunwoody, incorporated in 2008, has a population of 49,459 according to the latest US Census Bureau statistics. Interstate 285 serves as the city’s southern border and Georgia State Route 400 is very close to the western border. The Metropolitan Atlanta Rapid Transit Authority (MARTA) provides rail and bus services to the area.

Dunwoody’s competitive advantage is linked to city’s success of quickly becoming the nexus of employment, transportation, educated workforce, and population density. At the center of it lies a community, a balance of urban and suburban – a location that provides unequaled access to talent, technology, markets and lifestyle amenities. Entrepreneurs find the location a great place to start a business and families enjoy the sense of place for their home life. Millennials are finding the area both desirable and affordable.

About Discover Dunwoody. The mission of the official destination marketing organization of the city is to generate economic development by effectively marketing the facilities of the community and the surrounding areas as a preferred business, convention and tourism destination. Discover Dunwoody is the visitor’s and meeting professional’s trusted partner – the heart, soul and energy of the destination.

Dunwoody offers over 1,768 rooms in nationally acclaimed hotels, with over 300 new rooms currently under construction, and 66,000 square feet of meeting space for the smallest to largest of convention gatherings.

Surprising gems like the Dunwoody Nature Center’s hammock garden, Spruill Gallery’s Everything Will Be OK mural, and East 48th Street Market’s mouthwatering sandwiches are just a few reasons why visitors will want to visit Dunwoody.

Led by an eleven-member Board of Directors and professional staff of five, Discover Dunwoody has an annual budget of approximately $1.7 million generated by hotel/motel tax revenues.

The Chason Group, Inc.
Position Announcement
Executive Director
Dunwoody, Georgia

Requirements. Candidates applying for the Executive Director’s position must hold a Bachelor’s degree, ideally with an MBA or other post-graduate work, from an accredited college, or equivalent experience in the area(s) of marketing, public relations, hospitality management and tourism, communications or similar field(s). Candidate should have at least five years of leadership / management experience in the tourism, business, government or non-profit sector, or a combination of these.

The Search Committee is seeking a professional with a proven tenure in sales strategic planning; demonstrated knowledge of standards and best practices for destination marketing organizations; as well as a history of involvement in relevant professional organizations.

Key Skill Sets. Applicants interested in the Executive Director’s position should have excellent communications skills. Written, verbal, listening and digital media communication skill sets are vital for the position. Professionals interested in the position should have a track record of providing thoughtful leadership, vision and strategic direction for an organization – both short and long-term.

Candidates will be responsible for developing an organizational culture that exudes collaboration and partnerships for the global success of the Discover Dunwoody. The candidate chosen for the position will serve as the key resource in relating policies, strategies and various courses of action – internal and external - to the City of Dunwoody, Board of Directors, internal team, volunteers and general public.

How To Apply. For more information regarding the executive search process for the Executive Director’s position with Discover Dunwoody, please contact Tim Chason at 404/735-0540 or Randy Cardoza at 404/661-9438. A pdf cover letter and resume may be uploaded at www.thechasongroup.com. The deadline for materials to be submitted is March 27, 2020. The anticipated start date for the position is May 2020.