Job Role: The Executive Director of Greater Gadsden Tourism’s role is to create and manage a comprehensive program of tourism development and promotion for the Gadsden/Etowah County area. The primary responsibility of the Executive Director is to grow tourism-related revenues through the effective use of strategic planning, community assets, relationships, leadership skills, and industry knowledge. Individual must possess excellent interpersonal, communication, and organizational skills as well as resourcefulness, enthusiasm, and positive energy.

Responsibilities

· Develop a strategic plan for tourism in Etowah County

· Develop and maintain the budget

· Maintain statistical and financial records

· Oversee Facebook, Instagram, and other social media accounts to increase followers, track statistics and implement market strategies for social media accounts

· Develop and maintain partnerships with city and county agencies, economic development, parks and recreation, the local business community, and surrounding communities and tourism agencies

· Promote and support local attractions and community events

· Attend meetings, conventions, and workshops related to tourism, marketing, economic development, and best practices
Knowledge, Skills, and Abilities:

- Knowledge of current marketing software systems
- Ability to make effective presentations and speak at public events and conduct media interviews
- Strong verbal and written communication skills
- Creative writing skills for content of promotional materials, newsletters, press releases and other social media outlets
- Professional communication skills with individuals or groups in face-to-face, group, telephone, or teleconference settings

EDUCATION AND EXPERIENCE:

Bachelor’s degree required. A minimum of five years of tourism experience is preferred as well as excellent marketing and communication skills.

Job Type: Full-time

Pay: Negotiable with experience

Benefits:

- Defined Benefit Plan retirement benefits through Retirement Systems of Alabama (RSA)
- Health Insurance coverage through the state health insurance board (SEIB)
- Group short-term and long-term disability
- Paid time off (vacation and sick leave)
- Paid holidays (10)

Ability to relocate:

- Etowah County, AL