

Lawrence County Chamber: Director of Tourism Development

The Director of Tourism Development position is designed to lead all tourism-related initiatives by providing direct support to Lawrence County's hospitality industry and tourist attractions and by initiating targeted marketing efforts under the Visit Lawrenceburg brand and leading special projects. Reporting directly to the President & CEO, this position is also responsible for drafting, adopting, and executing an annual plan of work for tourism development. The above is accomplished by maintaining the following duties and responsibilities:

Duties & Responsibilities

- **Develop and Implement Marketing Strategies**
 - Work with marketing vendors and consulting agencies to create a comprehensive marketing strategy to promote Lawrence County as a premier tourist destination.
 - Collaborate with vendors and agencies to identify target markets, key messaging, and promotional tactics.
- **Content Creation and Management**
 - Oversee the development of engaging and high-quality content for various channels, including social media, website, print material, and email campaigns.
 - Ensure content aligns with the Visit Lawrenceburg brand and resonates with target audience.
 - Work to ensure best-in-class digital marketing initiatives, including SEO, SEM, and social media advertising.
 - Stay updated on industry trends and emerging technologies to enhance all marketing efforts.
- **Stakeholder and Media Relations**
 - Represent the interests of Visit Lawrenceburg and the Chamber's tourism marketing efforts to local, state, and regional tourism partners, including:
 - Lawrence County Government & the City of Lawrenceburg
 - Tennessee Department of Tourist Development
 - South Central Tennessee Tourism Association
 - Nashville's Big Back Yard
 - Foster positive relationships with media outlets, travel bloggers, and influencers.
 - Coordinate press releases and editorial content with public relations firm, development media events, and organize familiarization tours with industry partners to generate positive media coverage.
 - Maintain favorable relations with local tourism & hospitality-related business and attractions, including (but not limited to):
 - Hotels, Campgrounds, and Other Lodging Options
 - Restaurants
 - Attractions (including museums, parks, annual event organizations, venues, natural resources, and heritage tourism amenities)
- **Organizational**
 - Uphold and enhance the Visit Lawrenceburg brand identity across all marketing and communication channels and ensure the brand's consistency in messaging and visual representation.

- Develop and execute an annual plan of work for the Chamber's tourism development & hospitality industry support initiatives.
- Develop and manage the tourism budget, ensuring effective allocation of resources for maximum impact.
- Seek and secure grant funding to supplement special projects associated with the annual plan of work.
- Monitor and analyze the performance of marketing initiatives and special projects, providing regular reports to the President & CEO and Board of Directors.
- Generate tourism & hospitality industry leads to the Director of Membership for the purpose of garnering additional private sector investment in the Chamber.

MINIMUM QUALIFICATIONS

- Bachelor's degree in business, marketing, communications, or a related field; and
- Knowledgeable in current public relations and organizational management practice; and
- Must be a self-starter, detail oriented, and reliable business professional; and
- Demonstrate ability to handle multiple projects simultaneously; and
- Excellent interpersonal skills and a personal commitment to excellence; and
- Strong communication skills written and oral, and experience presenting information; and
- Ability to provide responsive and professional customer service.
- Software Proficiencies Required:
 - Microsoft Office (Word, Excel, and PowerPoint)
 - Canva
 - Meta Creative Hub
 - Adobe Acrobat
 - Apple iOS and MacOS

PREFERRED QUALIFICATIONS

- Certified or working towards certification as a Travel Marketing Professional (TMP) or equivalent; and
- Previous employment experience at a chamber of commerce, destination marketing agency, community development or related non-profit organization.