



## ***Position Description for the Vice President of Tourism Development***

### **Position Summary**

The Vice President of Tourism Development is a senior level position that functions within the Chamber of Commerce. For more than twenty years, the Forsyth County Chamber has served as the outsourced destination marketing organization for Forsyth County Government. All tourism related initiatives, as outlined by the “Discover FoCo” initiative’s business plan, serves as the guiding framework for the tourism professional. Primary responsibilities include increasing visitor investments via HMR taxes by 15 percent over 2024 totals, securing over 7,000 room night leads annually for local hotel operators; attending trade shows to promote the assets of the community to travel groups; working with film and sports organizations to grow tourism; and creating engaging marketing content.

### **Qualification Summary**

#### Education & Experience

- Minimum of a Bachelor’s degree, from an accredited college; or equivalent experience
- Minimum of three years of experience in the tourism development and/or marketing field(s)
- Eligible to obtain a valid State of Georgia driver’s license within the first 90 days of employment

#### Critical Thinking Skills

- Possess skills necessary to establish and maintain effective working relationships with people and organizations
- Experienced team builder and leader that will effectively represent the Chamber in a professional manner at all times
- Capacity to evaluate and select among alternative courses of action quickly and accurately
- Ability to work well in high-pressure situations while maintaining composure and objectivity
- Ability to identify potential issues and develop methodologies to prevent or limit the impact of those issues
- Ability to assimilate complex information and data from various sources and consider, adjust or modify to meet the constraints of the need
- Ability to effectively listen to, understand, and clarify concerns and issues expressed by stakeholders
- Ability to work well in high-pressure situations while maintaining composure and objectivity

#### Financial Skills

- Sound understanding of budgets, income statements and balance sheets
- Clear understanding of how tourism dollars play an important role in the local economy
- Clear understanding of the Georgia Department of Community Affairs’ stipulations on HMR tax dollar use

### Technology and Communication Skills

- Proficient with Microsoft Office, Adobe Creative Cloud and Canva
- Skill in preparing business correspondence, creative materials and analytical reports with speed and accuracy
- Skill in writing grammatically correct routine business correspondence such as letters, emails, RFPs, and other documents as required
- Ability to make oral group presentations to persuade others to accept a specific opinion, action and/or provide information or explain procedures, policies, etc.

### **Specific Duties and Functions**

#### Tourism Development Strategy and Marketing

- Develop and execute the tasks described in the Tourism Development Work Plan to secure over 7,000 room night leads annually for local hotel operators
- Manage the Discover FoCo brand and develop and execute marketing strategies, particularly in the digital space
- Identify and recruit 2 new amateur sports tournaments and 1 new fishing tournament to the community
  - Attend 2 trade shows annually to secure new sports events to be hosted in Forsyth County
  - Create engaging marketing content and execute a tourism digital marketing and advertising strategy for the county
  - Establish and maintain relationships with key market sports event planners
  - Establish a Forsyth County Sports Council
  - Produce Discover FoCo visibility in a sports market information outlet
  - Create a dedicated marketing and communications plan for The Gathering at South Forsyth
- Increase commercial film and television production lead volumes by 15 percent over 2024 outcomes
  - Host a “red carpet tour” event for film scouts and key film industry stakeholders
  - Generate 6 project leads via targeted digital campaigns to film industry decision makers
  - Establish a competitive presence in Georgia’s Camera Ready program, including updates of available locations onto the Reel Scout platform and local Dropbox database
  - Facilitate local permitting process to streamline the approval process for film projects
  - Manage active partnerships by participating in Georgia Film, the Location Managers’ Guild, Georgia Entertainment and other organizations integral in building a network within the film industry
  - Produce a marketing piece on “Filmed in Forsyth” places to visit
  - Manage Film Forsyth website including driving a 15 percent increase in site traffic over January 2025 outcomes
  - Act as a staff director of the Forsyth County Film Commission, facilitating quarterly meetings
- Develop and execute a strategy to increase promotion of Forsyth County’s SMERF event sector including the development of 2 events and innovative digital marketing efforts
  - Attend 1 SMERF market conference
  - Establish and maintain relationships with local special event venues

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- Create engaging marketing content and execute Spring and Fall social media campaigns
- Host a “red carpet” tour for event planners
- Revise Discover FoCo’s digital Event Planning Resource Guide
- Begin development of 3 tourism products with an expected launch of 2026 or prior
  - Collaborate with the Forward Forsyth team to identify and address needs for new hotels, event space, tourism attractions, etc.
  - Strengthen Discover FoCo’s Pour Tour product, serving as the staff liaison to Pour Tour partners
- Increase Discover FoCo’s visibility and brand awareness
  - Develop a revised Visitors Guide and ensure distribution to state VICs
  - Develop a full re-design of Forsyth County’s current Welcome Center
  - Work with the Chamber’s Director of Operations to manage guests’ experiences in Forsyth County’s Welcome Center
  - Pitch 12 tourism-based stories to media outlets, highlighting the tourism sector of Forsyth County
  - Attend 1 leisure travel or tourism public relations event
  - Host 5 days of National Travel and Tourism Week celebrations
  - Host 1 tourism-based hallmark event, potentially as a part of National Travel and Tourism Week planned celebrations
  - Actively engage in industry co-ops and societies (including GA CVB, Explore Georgia, Southeast Tourism Society, Northeast Georgia Mountain Travel Association, etc.)
  - Produce consistent social media campaigns on Discover FoCo platforms
  - Produce Discover FoCo visibility in a leisure travel information outlet
  - Host 1 paid influencer to develop third-party coverage of Forsyth County’s tourism assets
  - Manage the Discover FoCo website including driving a 15 percent increase in site traffic over January 2025 outcomes
  - Revise Discover FoCo’s pitch video and include on Discover FoCo’s website, social media platforms and in Forsyth County’s Welcome Center
  - Develop “New in FoCo” marketing campaign, highlighting assets to include partners at Vickery Village, Halcyon, the Cumming City Center and The Gathering at South Forsyth
- Develop monthly written and presented reports for the Chamber Executive Committee, local elected officials and hotel operators
  - Facilitate quarterly meetings of Discover FoCo’s Tourism Advisory Council
  - Produce a quarterly newsletter highlighting tourism development efforts, successes, announcements and opportunities
- Maintain relationships and regular communication with local hotel operators
  - Facilitate quarterly SMERF Market Stakeholder Meetings
  - Produce a quarterly newsletter highlighting tourism development efforts, successes, announcements and opportunities
- Maintain relationships and regular communication with local event venue operators
  - Facilitate quarterly SMERF Market Stakeholder Meetings
  - Produce a quarterly newsletter highlighting tourism development efforts, successes, announcements and opportunities
- Maintain relationships and regular communication with local restauranteurs and tourism attractions
  - Establish a stakeholder group of these partners

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- Produce a quarterly newsletter highlighting tourism development efforts, successes, announcements and opportunities
- Develop and manage annual departmental budget
- Additional duties as assigned

## Organization Structure and Conditions

Working Conditions - This is a diversified job requiring sustained mental effort related to public contacts, organizational issues, mediation, planning and technical areas as well as travel, public speaking and non-standard business hours.

The Forsyth County Chamber of Commerce is an equal opportunity employer.

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of this position.