



Executive Director of Tourism

Grade: 69

Department: Duplin County Tourism Development Authority

“Salary dependent upon a combination of education and experience”

Open Date: May 27, 2022 “Open Until Filled”

Apply At: www.DuplinCountyNC.com

Mail Applications to: Administrative Building (HR)
224 Seminary Street
Kenansville, NC. 28521

GENERAL DESCRIPTION OF DUTIES

REPORTS TO: Chairman Duplin County Tourism Development Authority

RESPONSIVE TO: Board of Directors Duplin County Tourism Development Authority

The Executive Director is responsible for effectively managing the operation and administration of the Duplin County Tourism Development Authority in compliance with TDA’s policies and guidelines, the Board’s directives and other guidance from the Board Chairman. In concert with the Board, the Director develops and manages the budget and oversees the mission of the TDA, which is to brand and market Duplin County as a preferred leisure, entertainment and travel destination. Serves at the pleasure of the Duplin County Tourism Development Authority.

SPECIFIC DUTIES AND RESPONSIBILITIES

EXAMPLES OF ESSENTIAL FUNCTIONS

- Carry out duties as the Director of the Duplin County Tourism Development Authority/d.b.a. Duplin County Tourism to promote the travel and tourism industry.
- Supervise and direct all Tourism staff and make the day-to-day executive decisions necessary to accomplish the mission of the Tourism Development Authority.
- Direct the staff in accomplishing the goals of the TDA with regards to group tour and small meetings markets. Encourage development of new markets.

- Prepare input, execute and monitor the authorized annual budget for the Duplin County TDA.
- Maintain public contact and positive public relations in the community, state and nation.
- Seek positive results in informing and working with the public, the tourism board and public officials as to the mission and benefits of the Duplin County TDA. Work within the community as a catalyst for product development.
- Plan and execute routine TDA meetings - reporting activities and accomplishments, setting goals, and planning for future tourism development.
- Represent Duplin County through membership and participation in appropriate professional associations and travel organizations.
- Regularly research the tourism industry for best practices and industry trends.
- Promptly and effectively respond to information requests on Tourism.
- Develop and set forth objectives for marketing plans, sponsorships, community grants, advertising and promotion.
- Conduct market research and provide reporting on visitor demographics and economic impact studies of tourism-related venues and events.
- Attend trade shows to promote Duplin County as a host for group travel in various market segments such as motor coach, leisure, small meetings and entertainment.
- Work cooperatively with the Economic Development Director to recruit new attractions, businesses and hotels to the market that drive visitation and capture overnight demand.
- Prepare and deliver presentations to organizations on Tourism.
- Develop intermediate and long-range goals for travel and tourism that align with and reflect the TDA's vision to drive visitation and provide citizens more choices for entertainment.
- Develop an annual Marketing Plan.
- Serve in an advocacy role to develop and implement marketing strategies and promote tourism development.
- Prepare and distribute press and social media releases and build the media contact database to increase and improve the community's perception.
- Prepare and distribute travel and tourism brochures, pamphlets and social media.

- Perform other related duties as assigned

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in communications, public relations, marketing, tourism, hospitality management or closely related field with proven managerial or supervisory experience; supplemented by three (3) to five (5) years of experience which may include planning promotional events and promoting tourism and business; experience with desktop publishing, graphic design, or related field; or an equivalent combination of education, training, and experience.

SPECIAL REQUIREMENTS

- Must have a valid State of North Carolina driver's license.
- Some evening and weekend work required.
- Some out-of-town travel may also be required.