

Tourism Director / Festival Coordinator

FLSA Status: *Non-Exempt*

General Definition of Work

Performs intermediate professional work planning, organizing and overseeing the Galax Visitors Center, Rex Theater, and Farmers Market operations. Provides information to tourists and residents who visit the Galax Visitors Center, opening and closing center, performing register closeouts and inventories, and related work as apparent or assigned. Also responsible for tourism promotion, sales and marketing, and related work as apparent or assigned. Performs work as Festival Coordinator, manages and plans City sponsored festivals and events and acts as liaison between the City of Galax and sponsoring organizations for other local events. Work involves setting policies and goals under the direction of the City Manager. Supervision is exercised over all personnel (paid and volunteer) at the Center, Theater, and Farmers Market.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Plans and manages Visitors Center, Rex Theater, and Farmers Market operations; develops budget for department; opens and closes the facilities; schedules personnel for operational hours, closes out and balances cash register, inspects facilities, operates equipment and other functions as required.

Performs marketing, advertising, promotional support, event planning and festival coordination activities and operations for City sponsored festivals. Acts as liaison between City and sponsoring organizations for other festivals, parades, special events, Rex Theater performances; assists with locating outside funding for City sponsored events, grant writing, tourism promotion and community development.

Greets visitors and provides comprehensive travel information to visitors at the Welcome Center; directs persons to tourist attractions, facilities, hotels, restaurants or other services.

Counsels visitors based on in-depth knowledge of the City's tourism assets and establishes policies, procedures and guidelines.

Provides detailed demographic and relocation information to potential new businesses and individuals. Participates in business recruitment and retention, and new business orientation.

Answers phone calls; follows-up on information requests; mails out information packets; maintains visitor database, event schedules and mailing lists.

Performs general office duties; maintains visitor log; restocks brochures; maintains audio, video, print and tenant displays.

Assists with various administrative duties; maintains inventory of and reorders supplies.

Maintains and monitors City's main website, tourism website, and social media accounts; monitors data hits and information requests via website submission system; responds to inquiries and maintains database of visitor contacts.

Creates and distributes marketing materials, promotional and special event literature and press releases.

Promotes positive image of the City through in-person contacts, advertising, marketing and written communications; receives and responds to inquiries via personal contact, correspondence, e-mails and phone; assists with trip planning, location of lodging, dining and activities.

Participates in joint planning to establish regional tourism activities with local, regional and statewide entities and organizations; attends meetings and serves on various boards and committees to promote and represent the City.

Reviews newspapers and other media for press on the City and surrounding area; retains, archives and shares publicity as appropriate.

Consults with and provides reports to the City Manager and City officials to review department operations; develops short and long term goals and strategies for marketing tourism and community development, City services, attractions, resources and related programs.

Performs general janitorial duties including maintaining area in and around buildings.

Tourism Director / Festival Coordinator

Knowledge, Skills and Abilities

Thorough knowledge of methods, approaches and procedures involved in Visitors Center operations and tourist promotion; thorough knowledge of advertising and tourism marketing techniques, practices, and methods; ability to maintain websites and social media accounts; thorough knowledge of the location of tourist attractions in the city and surrounding county and region; thorough knowledge of the layout of the city and surrounding counties and ability to direct people to events and attractions; ability to communicate ideas effectively both orally and in writing; ability to establish and maintain effective working relationships with government officials, associates, citizens and the traveling public.

Education and Experience

Associates or Bachelors degree with coursework in marketing, public relations, business management, or related field and considerable experience in marketing, advertising and/or public relations, or equivalent combination of education and experience. Bachelor's degree preferred.

Physical Requirements

This work requires the occasional exertion of up to 25 pounds of force; work regularly requires speaking or hearing and using hands to finger, handle or feel, frequently requires standing, walking, sitting and reaching with hands and arms and occasionally requires climbing or balancing, stooping, kneeling, crouching or crawling, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing general surroundings and activities; work is generally in a moderately noisy location (e.g. business office, light traffic); sometimes work is performed outdoors.

Special Requirements

Possession of an appropriate driver's license valid in the Commonwealth of Virginia.

Requires occasional overnight and weekend travel.