

EASTERN SHORE OF VIRGINIA TOURISM COMMISSION
Director of Destination Development Job Description

TITLE: Director of Destination Development
REPORTS TO: ESVA Tourism Commission Executive Director
SUPERVISES: Part Time Employees and Volunteers of Southern Gateway Welcome Center
EMPLOYMENT: Full Time/Exempt

The Director of Destination Development reports directly to the Executive Director and is responsible for the successful operation of the Southern Gateway Welcome Center, including direct supervision and recruitment of its staff and volunteers. This position is also responsible for the successful recruitment and retention of advertisers in the annual Travel Guide, as well as rack space and light box displays in the Southern Gateway Welcome Center.

I. RESPONSIBILITIES / AREAS OF RESULTS

A. Welcome Center Operations

1. Maintain Organized Welcome Center, including visitor, work, and storage areas
 - Maintain adequate office supplies; Keep TV, computer monitors, printer, Wi-Fi, light boxes, rack/overhead lights operational; Maintain well stocked brochure/rack displays
2. Responsible for adequate and informed staffing of Welcome Center
 - As needed, recruit and screen part-time employees for hiring by the Executive Director.
 - Recruit and screen volunteers to supplement part-time staff
 - Provide orientation and training for staff/volunteers
 - Periodically arrange for FAM tours for staff
 - Assure professional appearance of staff/volunteers of Welcome Center
 - Promote proactive involvement with visitors, providing service beyond the expected
 - Create/Maintain/Distribute a monthly work schedule of Welcome Center staff/volunteers
 - Maintain a positive working relationship with CBBT - maintenance, security, marketing, & IT personnel
 - Maintain operational sections of the Welcome Center Training & Operations Manual
 - Promote Southern Gateway Welcome Center to other Welcome Centers across Virginia and the region
3. Responsible for all Tourism Information Requests (TIR's)
 - Receive requests (VTC, website, HQ), Record Data in TIR's spreadsheet, and Respond
4. Responsible for all aspects of Kiosk operations and maintenance
5. Responsible for all aspects of TV PowerPoint Maintenance

B. Southern Gateway Database Management

1. Maintain tourism statistics in spreadsheets.
2. Welcome Center Daily Data in the Table and Visitor Charts spreadsheet – number of:
 - Visitors, Visitor Guides taken overnight, Tourism Information Requests received, Tourist contact information and interest areas in the Tourism Information Requests (TIR's) spreadsheet.

C. Direct Sales and Industry Assistance

1. Educate local tourism businesses about all marketing opportunities available through the ESVA Tourism Commission, its Welcome Centers, its Travel Guide and its website.
2. Responsible for identifying tourism business needs that will foster growth and strengthen the local tourism industry throughout the entire Eastern Shore of Virginia.
3. Responsible for filling all open advertising/marketing opportunities and delivering on targeted sales goals.
4. Responsible for collection of outstanding invoices generated from marketing opportunities.
5. Facilitate positive relationships with tourism-related businesses throughout the entire Eastern Shore of Virginia including providing support, guidance, and technical and funding resources.

D. Executive

1. Attend meetings on behalf of the Executive Director, as needed.
2. Conduct Board meetings on behalf of the Executive Director in his/her absence.
3. Works with the Executive Director in maintaining current personnel data and contact information.
4. Co-coordinate the annual ESVA Tourism Summit.
5. Oversight of grants for the ESVA Tourism Commission.
6. Serve on local and regional committees.
7. Attend Tourism and other related conferences both on and off the Eastern Shore.

E. All other duties assigned, as needed, including special projects.

II. QUALIFICATIONS

- A. **Knowledge/Education/Experience:** A Bachelor's Degree in Business Administration, Marketing, Public Relations, or closely-related field and 2-3 years' experience, preferably in tourism, or any combination of training and experience which provide the

required skills, knowledge and abilities. An emphasis will be placed on those who have worked with the promotion of tourism and have marketing experience, as well as understands the principles of volunteer management.

- B. **Ability to** handle multiple tasks and projects, develop and motivate volunteers, communicate effectively, review and appraise complex issues; supervise personnel; establish and maintain strong working relationships with others.
- C. **SPECIAL REQUIREMENTS: Must** be able to work a flexible schedule to accommodate the organization's needs. Travel is required throughout the Eastern Shore of Virginia. Position is hybrid but requires approximately 30% of time on-site at the Southern Gateway Welcome Center.