



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA

Jackson County

Tourism Development Authority Executive Director

Job Description

Status: Permanent Full-Time

FLSA Classification: Exempt

Reports To: Tourism Development Authority Board

I. Primary Purpose of Position

Plans, organizes, and directs the operations of the Jackson County Tourism Development Authority (JCTDA) performing promotional and consultative work to achieve the vision, goals and strategy set by the Jackson County Tourism Development Authority Board of Directors (Board).

II. Essential Job Functions (Duties and Responsibilities)

- Evaluate all recommendations from the Board, committees, contractors, or consultants and make recommendations to the Board for implementation.
- Implement policy and programs as formulated by the Board.
- Provide oversight and direction for Visitor Center operations. The Executive Director shall work with Chamber Executive Directors to implement and oversee their contractual scope of work.
- Maintain all official records and historical documents and ensure compliance with federal, state, and local retention regulations. The Executive Director shall preserve all records pursuant to NCGS 132 and provide copies of requested documents to the public as requested.
- Coordinate Board meetings, establish agendas and provide supplementary information and communicate as necessary to conduct efficient and productive meetings.
- The Executive Director will publicize meeting notices and notify press in accordance with NCGS Chapter 143, Section 33C.
- Communicate with the Board through regular e-mails, calls and meeting updates as needed to keep Board apprised of project statuses.
- Work in recruitment of new board members to ensure the JCTDA Board of Directors is comprised of active, engaged and knowledgeable industry leaders. Ensure board members have active participation in all areas of the organization's work.
- Provide onboarding and orientation to new Board Members.

- Synchronize efforts among all partner agencies.
- Prepare all contracts as necessary to complete the organization's annual plan of work.
- Act as steward of the JCTDA's Brand and ensure protection of its assets and intellectual property.

Marketing Communications:

- Oversee all relationships and firms contracted by the JCTDA. Direct all marketing plans on a day-to-day basis; ensure their plan(s) of work suits the needs of the JCTDA.
- Assist with implementation of initiatives created by the marketing agency in the promotion of tourism of the county.
- Make recommendations to the Board as to the best qualified firms or persons to carry out the organization's plan of work. Review and evaluate contractual relationships on an ongoing basis to ensure sufficiency and measured performance.
- Maintain and/or coordinate with staff to update the JCTDA's website, online listings, social media, and other platforms.
- In conjunction with marketing partners, regularly examine key performance indicators, monitor performance, and adjust strategy accordingly.
- Oversee the development, review and distribution of fulfillment pieces, advertising, media releases, and marketing campaigns.
- Work with the Marketing Committee and Advertising Agency on the approval of the JCTDA's Marketing and Communication plan.
- Publicize the activities, program, and goals of the organization.
- Issue statements, comments and opinion on behalf of the organization in consultation with the Chair/Executive Committee, Attorney, Staff, and PR Firm.

Financial:

- Provide leadership in the development of program, organizational, and financial plans.
- The Executive Director will develop a budget in conjunction with the Finance Officer for approval no later than June 30 of the fiscal year.
- The Executive Director will coordinate with the Finance Officer to maintain up-to-date financial records. The Executive Director will responsibly manage the budget using accounting best practices to ensure the expenditures do not exceed available funds.
- The Executive Director will work with auditors as needed to audit the JCTDA's financials on an annual basis.
- Receive, review, code, and approve invoices and submit to the Finance Director for payment.
- Oversee the JCTDA's grant and funding programs to ensure compliance with established program guidelines.
- The Executive Director will review and approve employee timesheets.
- Regularly monitor trends related to occupancy, supply, and demand of both hotels and vacation rentals.

Crisis Management

- Oversee the JCTDA's Crisis Management plan and ensure it is up-to-date; administer duties and responsibilities outlined therein.

Planning, Research and Organization:

- Engage with the Board to develop strategies, programs, and policies to promote tourism.
- Ensure the JCTDA makes consistent and timely progress toward its strategic plan to accomplish its mission.
- Work with the Board to coordinate updates to its strategic plan as needed.
- Ensure the JCTDA operates as a research-based destination organization and has current, up-to-date visitor research which guides its marketing decisions.
- Coordinate updates to Visitor Profile research and other research as needed.

Advocacy and Partner Engagement:

- Develop and implement programs that support, enhance, and grow tourism partner engagement within the community.
- Provide advocacy of the JCTDA's program of work and tourism's role in economic development among community members and key tourism stakeholders.

Sustainability:

- Ensure the JCTDA's programs, promotions, policies and plan of work align with creating sustainable tourism, harmonious to protection of natural and cultural assets and our sense of community.

Professional Development:

- Commit to maintain and strengthen industry knowledge, stay abreast of changes in the tourism industry and exchange information through attendance at meetings, seminars, conventions, and workshops.
- Represent the JCTDA and regularly attend programs through Destinations International, Southeast Tourism Society and the U.S. Travel Association.
- Achieve and maintain top certifications and credentials available for the tourism industry.
- Ensure staff maintains and receives appropriate training and certifications to support having the highest skilled and most dynamic sales and marketing team.
- Maintain a working knowledge of significant developments and trends in the field.
- Maintain strong working relationships and cooperative arrangements with community groups, contracted agencies and organizations. The Executive Director is to meet with stakeholders and Board members on a regular basis.
- Portray the JCTDA in the community with the highest standards of conduct and integrity.
- Maintain visibility as the main representative of the JCTDA.

This document shall remain in force and renew automatically, year-to-year unless amended by the Board.

III. Other Job Functions

Performs related duties as required or assigned by the JCTDA Board.

JCTDA Board reserves the right to add or amend duties at any time.

IV. Knowledge, Skills, and Abilities

- Thorough knowledge of principles, practices and processes involved in tourism development.
- Thorough knowledge of the principles of management, project management, business, their organizational procedures, and financing.
- Thorough knowledge of the principles and practices of promotional work including media and printing.
- Considerable knowledge of the techniques for dissemination of information to the public through a variety of media.
- Considerable knowledge of Jackson County as a tourism destination.
- Considerable knowledge of the local, regional, state and federal resources and agencies available to assist with various tourism development activities.
- Considerable knowledge of marketing principles and practices.
- Skills in data collection and analysis, and establishment of data bases about pertinent County statistics and demographics.
- Ability to plan, manage, and coordinate tourism activities.
- Ability to communicate effectively in oral and written forms.
- Ability to establish and maintain effective working relationships with promotional agencies, tourism associations, civic groups, industry/business executives and owners or representatives, public officials at the local, state and federal levels, contractors, community leaders and organizations, other department heads, superiors and other employees.
- Ability to analyze situations accurately and make correct recommendations for each industrial contact.

V. Minimum Education and Experience Requirements

Minimum: Bachelor's degree in marketing and five years' experience in marketing, communications or public relations with demonstrated knowledge, skill and ability in marketing design and execution, communications and public relations activities, developing and managing budgets, preparation and delivery of press releases, oversight of design and production of print materials and publications and strong oral and written communication skills or an equivalent combination of education and experience.

Preferred:

- Master's degree in marketing with five or more years' experience in marketing communication or public relations with proven success.
- Experience working for a Destination Marketing Organization or Convention and Visitors Bureau in a key leadership position with supervisory duties.
- Certification and Credentialing:
 - Certified Destination Management Executive
 - Travel Marketing Professional
 - Certificate in Hotel Industry Analytics from AHLEI

VI. Special Requirements

Must maintain a valid driver's license.

VII. Supervisory Controls

This position directs the day-to-day operations of the JCTDA. The work is performed under general direction of the JCTDA Board and identifies the overall objectives and resources available to the JCTDA. The JCTDA Executive Director is responsible for oversight of agency and partner relationships.

VIII. Supervision Given

This position directly supervises staff and employee(s). The Executive Director position is responsible for overseeing JCTDA Staff and providing guidance and support to carry out their roles and responsibilities. The JCTDA Director identifies the overall objectives and resources available and, in consultation with employee(s), develops the deadlines, processes and work to be done. The employee is responsible for planning and carrying out assignments, resolving most of the conflicts that arise, coordinating the work with others as necessary, and interpreting policy in terms of established objectives. The Executive Director and Board are responsible for annual evaluations of employees of the JCTDA.

IX. Physical Demands

X. Tasks require the ability to exert medium physical effort in sedentary to medium work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of medium weight (25-50 pounds). Tasks may involve extended periods of time at a computer or workstation and/or extended periods of time standing and walking.

Jackson County TDA is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act Amendments Act (ADAAA), the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

XI. Exposure Control

Work activity is normally performed without blood or body fluid exposure; exposure may occur in an emergency. Personal protective equipment should be available and used if an emergency arises.

XII. Signatures

Employee Signature

Date

Chair of the JCTDA Board

Date



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA

Jackson County

Tourism Development Authority Sales and Marketing Manager

Job Description

Status: Permanent Full-Time

FLSA Classification: Exempt

Reports To: Tourism Development Authority Board

I. Primary Purpose of Position

Management of sales strategies and social media marketing platforms to increase lodging occupancies and visitors to Jackson County.

II. Essential Job Functions (Duties and Responsibilities)

Sales and Group Marketing

- Identify potential market opportunities and formulate sales strategies to increase overnight destination visits.
- Partner with lodging facilities to develop marketing strategies to sell unsold rooms during mid-week and off-peak season.
- Prospect, create, and market itineraries, and provide associated collateral for recreational competitions, conferences, trade shows, motor coach/bus tours, and sports tournaments in the Jackson County area. Represent Jackson County at trade shows related to the group sales market.
- Facilitate RFPs with accommodations for room blocks.

Social and Digital Marketing Platforms

- Social Media content creation and calendar management across all consumer-facing social media.
- Perform the day-to-day tasks of posting, monitoring, editing and commenting on all consumer-facing social channels
- Source and organize user generated content that fits brand and obtain usage rights and approvals.

- Engage social channel community in comments, answer questions and provide ongoing support online.
- Manage and update digital marketing online - lodging, dining, attractions on VisitNC.com, DiscoverJacksonNC.com, JacksonCountyTDA.com and other online platforms.
- Event discovery and management with external partners, social media and web teams.
- Capture content as needed for PR, social media, and online platforms.
- Google DMO program administration for new and existing partner businesses.

Administrative Duties

- Represent the TDA at meetings as needed.
- Assist with preparation of materials for TDA Board Meeting.
- Attend all JCTDA status update calls, meetings and other events as needed.
- Staff events where a TDA presence is warranted.
- Assist Visitors Centers by restocking and delivering TDA collateral as needed.
- Serve in the capacity of an additional resource on occasion (aside from directing or planning) for events and event planners, as needs and availability may dictate.
- Media trip coordination with local partners.
- Work with partners on updates to annual Visitor Guide.
- Collaborate with partners and media on imagery and content.

Community Relations

- Find and connect resources to tourism-related partners in the community.
- Create and facilitate workshops as needed for partners.
- Partner communications and e-newsletter coordination.
- Coordinate with grant applicants as needed, serve as a contact and respond to grant program inquiries, also serve as a resource to the grant application review committee.

III. Other Job Functions

Other duties as assigned.

IV. Knowledge, Skills, and Abilities

Must possess demonstrated knowledge, skills and abilities to execute and manage sales, marketing and digital marketing content activities, along with strong oral and written communication skills.

V. Minimum Education and Experience Requirements

Bachelor's degree in advertising, marketing, hospitality and tourism, or related field and relevant work experience in a sales/marketing related position along with digital asset management skills or an equivalent combination of demonstrated knowledge, skills and abilities, education and experience.

VI. Special Requirements

Must maintain a valid NC driver license.

VII. Supervisory Controls

This position performs work under the general direction of the JCTDA Executive Director.

VIII. Supervision Given

None

IX. Complexity

Performs a major portion of duties through verbal and written communications. Must possess ability to communicate with clarity, while understanding and explaining complex situations to team members, partners and outside contacts.

X. Physical Demands

Tasks require the ability to exert medium physical effort in sedentary to medium work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of medium weight (25-50 pounds). Tasks may involve extended periods of time at a computer or workstation and/or extended periods of time standing and walking.

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Employee Signature

Date

Chair of the JCTDA Board

Date