

# City of Americus, GA

Title: Director, Tourism  
Class Code: 2301



## JOB DESCRIPTION

### General Description

The purpose of this class within the organization is to execute the Strategic Marketing plan for Tourism in the City of Americus and Sumter County.

### Duties and Responsibilities

**The functions listed below are those that represent the majority of the time spent working in this class. Management may assign additional functions related to the type of work of the class as necessary.**

- Supervises, directs, and evaluates assigned staff of employees and volunteer workers, processing employee concerns and problems, directing work, counseling, disciplining and completing employee performance appraisals; interviews and selects new employees and volunteers; coordinates/conducts training of staff and volunteers.
- Coordinates daily work activities; organizes, prioritizes, and assigns work; monitors status of work in progress and inspects completed work; consults with assigned staff, assists with complex/problem situations, and provides technical expertise.
- Consults with Americus-Sumter Tourism Council members, City of Americus officials, County of Sumter officials, and other officials to review operations/activities, review/resolve problems, receive advice/direction, and provide recommendations.
- Ensures compliance with the rules, regulations, and policies of the Americus-Sumter Tourism Council, Inc. and all other applicable codes, laws, rules, regulations, standards, policies and procedures; initiates any actions necessary to correct deviations or violations.
- Serves as primary leader and coordinator of efforts to attain and achieve the Council's purposes and objectives; serves as primary representative of Americus-Sumter tourism with local, state, regional, national, and international tourism promotion and related agencies; works with staff and Council to expand visitor services offered.
- Serves as one-person administrative officer for Tourism Council; attends all Council meetings and sub-committee meetings; ensures timely preparation, recording, and distribution of meeting notices, agendas, and meeting notices; prepares notebooks/folders for council members; prepares reports for Americus City Council and attends meetings as requested.
- Creates long- and short-term plans, goals, and objectives pertaining to tourism.
- Promotes tourism to the City of Americus, the County of Sumter, and other areas of the region; promotes tourism to individuals, groups, corporations, convention planners, sightseers, history buffs, shoppers, and other interested parties; works to improve local awareness of the importance of tourism; researches and evaluates suggestions of Council members for promoting tourism ; attends travel shows and exhibits to promote local tourism to group

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travel agencies; oversees direct mail campaigns promoting group travel; develops and maintains current press kits for travel writers/editors; creates FIT packages and works through the state to advertise/promote to travel agents; makes personal calls to the media when visiting other areas.

- Oversees and coordinates operation of the Americus Welcome Center and the Council office; coordinates preparation and installation of exhibits in Welcome Center; coordinates ongoing improvements and updates to the Welcome Center; coordinates purchase of items for re-sale at Center; greets tourists and provides information; operates Americus-Sumter Tourism Office in accordance with personnel and fiscal policies of the Council.
- Provides hospitality training; works with Council to train local businesses in hospitality to visitors.
- Serves as primary marketing contact/representative for Americus-Sumter tourism; monitors current tourism trends; creates annual marketing plan and program of work for Tourism Council and area tourism promotion; oversees and coordinates publicity and placement of advertising; determines most appropriate advertising/publicity methods and avenues to reach targeted market or meet established goals; negotiates best prices and placement for marketing strategies.
- Designs and distributes brochures, fliers, advertisements, or other promotional literature; prepares maps, fliers, and handouts for visitors at Welcome Center; writes, directs, and assists in editing video presentations of the region; creates/updates area tourism home page on Internet; writes/submits publicity stories for mat service companies; monitors clipping service results when applicable; maintains/updates photo/side library of tourist attractions; maintains/updates tourism calendar of events for local region.
- Tracks visitor data and growth of tourism; maintains statistics for local, state, and national tourism; reviews data from visitation reports from various tourist attractions; prepares annual reports of tourism growth; tracks occupancy tax data, compares data to previous years, tracks industry growth, and forecasts future tourism trends.
- Designs signage system to direct visitors to Welcome Center; coordinates placement of signs with City public works department.
- Prepares budget for assigned area and annual marketing plans; submits proposed budget to Americus City Council for consideration; coordinates processing of financial documentation and recordkeeping; works with City of Americus Finance Director on monthly financial statements and year-end reports; reviews invoices, ensures accuracy of charges, and writes/mails checks; maintains monthly ledger of expenditures; maintains financial records in accordance with Council policies.
- Works to secure funding for area tourism promotion through Americus City Council and other participating cities, cooperative advertising projects, and grant writing; seeks grant opportunities and researches funding sources.

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## JOB DESCRIPTION

- Coordinates promotional/marketing activities with other agencies such as the Rylander Theatre Director to cross-promote all entities; coordinates marketing efforts with local hotel owners/managers in effort to increase occupancy and length of average tourist stay; works through Georgia Department of Industry, Trade and Tourism for promotion to international markets.
- Provides information to promote tourism to the area; answers inquiries generated from telephone calls, mail, Internet e-mail, or other sources; responds to routine questions/complaints, researches problems, and initiates problem resolution.
- Prepares or completes various forms, reports, correspondence, activity reports, tourism reports, annual reports, charts, comparisons, tour itineraries, calendar of events, press releases, press kits, budget documents, financial updates, tax reports, performance appraisals, or other documents.
- Receives various forms, reports, correspondence, charts, graphs, occupancy tax reports, visitation reports, tourism reports, travel association reports, travel date reports, invoices, payments, insurance forms, newspaper articles, time cards, job applications, magazines, publications, newsletters, rules of order, policies, procedures, manuals, reference materials, directories, or other documentations; reviews, completes, processes, forwards or retains as appropriate.
- Operates a computer to enter, retrieve, review of modify date; utilizes word processing, spreadsheet, database, desktop publishing, bookkeeping, or other software programs; maintains databases for travel writers/editors, church groups, corporations, travel agents, tour companies, group leaders, tour bus operators, or other information. officials, other departments, chamber of commerce, local businesses, tourists, historic societies, travel associations, tourism associations, visitor bureaus, realtors, community organizations, the public, the media, state/federal agencies, outside agencies, vendors/service providers, and other individuals as needed to coordinate work activities, review status of work, exchange information, resolve problems, or give/receive advice/direction.
- Attends meetings as needed; makes speeches or presentations.
- Maintains a comprehensive, current knowledge of applicable laws/regulations; maintains an awareness of new trends and advances in the profession; reads professional literature; maintains professional affiliations; attends workshops, training sessions, and conferences as appropriate.
- Attends meetings of other local groups to show interest on part of tourism industry and to update groups on tourism activities.

### Minimum Education and Experience Requirements:

Requires a Bachelor's Degree in Advertising, Business, Marketing, Hospitality & Tourism or closely related field; Requires five years of experience in Marketing, Advertising, Hospitality & Tourism or

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closely related experience; Required qualifications may be any equivalent combination of education, training and experience which provides the requisite knowledge, skills and abilities for this job.

### Physical Demands:

Performs sedentary work that involves walking or standing some of the time and involves sustained keyboard operations.

### Unavoidable Hazards (Work Environment):

None.

### Special Certifications and Licenses:

None.

### Americans with Disabilities Act Compliance

The city of Americus is an Equal Opportunity Employer. ADA requires the city of Americus to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

By signing below, I confirm that I have read the above job description and understand the requirements, duties and responsibilities of the position.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Manager: \_\_\_\_\_ Date: \_\_\_\_\_

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