



**TOWN OF ABINGDON  
Abingdon, Virginia**

**Director of Tourism**

The Town of Abingdon, Virginia is currently taking applications for the position of **Director of Tourism**. This position operates under the direct supervision of the Town Manager and is responsible for the oversight of the town's Department of Tourism. The Director must have the ability to establish and maintain effective working relationships with town officials, staff, other public officials and the general public. Applicants must possess strong writing, public speaking, research, and problem solving skills and possess the ability to lead multiple projects serving as the main point of contact. Salary is DOQ.

The Director of Tourism is responsible for:

- Developing a visionary tourism marketing plan for the Town based on existing or newly developed programs, resource allocation and industry trends & data; Directs the development of all tourism & travel marketing & creates strategic plans based on increasing travel to the town
- Reviewing visitor data and conducting market research to develop plans for programs & advertising; Developing & managing an all-inclusive public relations program using all types of media in the effort to reach as many groups & individuals as possible; Managing website & social media; Developing, organizing, and promoting special events & activities for the Town
- Researching, writing, & administering available grant opportunities to assist funding for tourism & economic development projects
- Directing & managing the Abingdon Convention & Visitors Bureau and the Tourist Information Center; Establishing & maintaining effective working relationships with local & regional community organizations & business groups

Minimum Requirements:

- Bachelor's degree in Business Administration, Tourism/Hospitality or closely related field and/or
- 5-7 years of experience in Tourism and/or Economic Development

Please submit your application and resume via the Town of Abingdon website no later than 5:00 p.m. on Friday, March 31, 2017. The town of Abingdon is an equal opportunity employer; women and minorities are encouraged to apply.

<http://www.abingdon-va.gov/employment.html>