



Senior Staff Position: Tourism Director

Organization: Indian River County Chamber of Commerce, Vero Beach, FL

Reports To: Chamber President

Supported By: Indian River County Tourism Development Council (TDC)

Committees: Tourism Division

Hours: 9:00am – 5:00 pm Monday through Friday; occasional early, late or weekend hours in support of meetings and/or events.

Classification: Regular, Full Time Exempt

Overview and Job Summary

The Indian River County Chamber of Commerce organization is the catalyst for county-wide business advocacy, and tourism and economic development promotion and marketing. Our tourism related communities include Fellsmere, Sebastian, and Vero Beach. The offices are sited in a new, free standing professional facility located in Historic Vero Beach.

- This Tourism Director spearheads county tourism development efforts. Responsible for being a leading voice for the county tourism industry and for the overall management, administration and implementation of a comprehensive program to market, promote and stimulate the growth of tourism in Indian River County.

Primary Job Responsibilities

Planning & Budget

- Develop and implement tourism plan for both domestic and international markets. Include recommendations and estimated costs for advertising (digital, print and broadcast), trade shows, materials, and/or other programs or services to enhance and grow tourism market share in County. Emphasis on off-season promotion.
- Prepare annual budget for submission to County as required to receive tourism development funds.
- Manage expenses within approved annual budget and present accurate weekly financial information to Chamber finance office for reimbursement requests to County.

Marketing, Promotion & Communications

- Responsible for all media buys/negotiations and placements – SEO, SEM, Display, Print, targeted articles and more. Track and report KPI's on all campaigns.
- Create new opportunities for increased exposure through press trips and FAM tours within budget for maximum return on investment.
- Oversee the management of up to date information, creative content and maintenance of several tourism focused websites and 9 social media channels.
 - Destination website, Come Discover Love website and mobile app.
- Oversee production and supply new content and photos for Annual Visitor Guide and Come Discover Love Guide.

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- Work with outside agencies to ensure brand consistency and campaign deadlines are met.
- Coordinate and provide brand vision of photo and video shoots and maintain an inventory of photography for press and collateral materials.
- Analyze, prepare and present reports/summaries of activities to County Tourism Development Council, local organizations, media, Chamber Board and others; monthly activities for Chamber.
- Solicit input from area venues, events and attractions for website calendar of events.

Partnerships

- Collaborate with area organizations, accommodation providers, restaurants, and sports, cultural, eco, historical groups to promote Indian River County as a visitor destination.
- Provide co-op advertising opportunities for tourism partners.
- Maintain working relationship with service providers, media, VISIT FLORIDA and all groups which can assist in the promotion of IR County as a quality tourism destination.

Other But Not Limited To

- Assist meeting planners or other groups such as reunions, weddings, etc.
- Plan and staff information booth at trade shows and local events as necessary.
- Represent the Chamber in all matters regarding tourism.
- Perform administrative duties and maintain appropriate records, reports, files.
- Host monthly Tourism Committee meetings.
- As the Film Commission office, assist production companies with locations and necessary paperwork.
- Maintain communication with Tourism Development Council and Chamber President.

Background and Education

The position requires graduation from an accredited college or university. A professional background and experience in marketing, strong leadership, budgeting experience, management of staff, and a desire to guide programs and services to further foster tourism development in the County. Works for and with a team composed of staff, volunteers, elected officials and regional government leaders.

Skills

- Must have a minimum of three years of marketing, management, and fiscal responsibility within the tourism industry or related field.
- Must have expert level hands on experience in all aspects of digital marketing, including website design and maintenance.
- Extensive and updated knowledge of tourism development best practices and procedures.
- Ability to prepare, and interpret tourism related statistics, including occupancy, direct and indirect economic impact of the industry.
- Ability to represent the Chamber at trade shows and public speaking engagements as necessary. Some overnight travel is required.
- Effective verbal and written communication skills and high level of comfort in public speaking.
- Ability to establish and maintain an effective working relationship with government

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leaders and agencies.

- Must have the ability to problem solve individually and collaboratively with others to determine important priorities, overcome obstacles meet deadlines and achieve positive results.
- Proficient knowledge of computer programs, website development programs, ability to quickly learn new systems and on-line programs.
- Able to use standard office equipment.

Special Attributes

- Must project professional, business image that reflects the nature of responsibilities dealing with corporate management and government.
- Shows initiative in learning about the County tourism industry and accepting responsibilities.
- Keeps the President and appropriate staff informed on all matters relating to the position.
- Is friendly, flexible, cooperative, and service-minded.
- Maintains a positive attitude and works as a team member at all times.

IMPORTANT: All communication and information regarding the chamber, chamber members, staff, and others must be kept in the strictest confidence.

To apply, send resume along with salary requirements to candidates@indianriverchamber.com
No phone calls please.