

Destination Thomasville Tourism Authority

P.O.Box 2923, Thomasville GA. 31799
destinationthomasville@gmail.com

Background

The Destination Thomasville Tourism Authority (DTTA) was established in 1991. Previously housed within the City of Thomasville's marketing department, the DTTA now stands independently as its own destination marketing organization and is looking to hire a new President/CEO. This job posting is being overseen by the DTTA Chair and Councilman, Scott Chastain, with the assistance of the entire Board. This new employee will be under the direction of the DTTA, not the City of Thomasville.

For any questions, please contact Scott Chastain at: destinationthomasville@gmail.com

Position Description for: President/CEO of the DTTA - Tourism Marketing and Promotion

As the official tourism marketing and promotion authority for the Thomasville and Thomas County region, the Destination Thomasville Tourism Authority (DTTA) plans and executes strategies to support and grow the tourism industry in our area. The DTTA is funded through the Hotel Motel Tax and receives 3.5% (of the total 8%) from both the City of Thomasville and Thomas County governments.

In 2024, the DTTA developed their first Strategic Plan that provides a road map for the Thomas County travel industry to grow and thrive for the economic benefit of all citizens. To that end, the DTTA is seeking a full-time Tourism Director to fulfill and implement the vision outlined in that plan.

Position Summary

The CEO of the DTTA is responsible for marketing and promoting Thomas County as a tourist destination and to grow the tourism industry in our area by developing and executing effective marketing, promotion, sales, and community engagement strategies as well as providing leadership and oversight of the DTTA's operations.

The CEO will report directly to the DTTA Board and may be responsible for overseeing any additional staff needed to carry out stated objectives. All other employees of the DTTA will report to and be the responsibility of the CEO. The Director shall be highly visible in the community, working and communicating with travel industry businesses, business leaders, merchants and government/elected officials. The CEO also represents DTTA at state and regional travel industry meetings and associations.

Essential Duties/Tasks

MARKETING / PROMOTION & DESTINATION DEVELOPMENT

1. Responsible for executing tourism marketing and promotion plans based on the DTTA Strategic Plan.
2. Ensures the maintenance of a comprehensive research function that analyzes past performance, tracks brand performance and resident sentiment, forecasts need periods, and gathers an array of business intelligence and insights to enhance decision-making and the ROI of marketing and sales strategies.
3. Oversees the business intelligence and research initiatives that guide all marketing and sales investment decisions.
4. Develops and supervises the implementation of an annual marketing and sales plan to promote Thomasville and Thomas County to local, state, regional, national, and international audiences.
5. Serves as the primary spokesperson for the organization and destination, particularly in crisis situations requiring clarity, truth, and moderation.
6. Develop and maintain relationships with tour operators and travel agents.
7. Coordinate and maintain the design, production, and purchase of all marketing materials and promotional products
8. Oversee and update all tourism marketing platforms including but not limited to: Website and Social Media outlets (ie: Facebook, Instagram, TikTok, etc.).
9. Coordinate all communication, planning and development of travel itineraries, directions, and reservations for individual travelers, travel groups and tour operators.
10. Design, develop and conduct familiarization tours of Thomasville for the media, tour operators, and travel agents.
11. Build itineraries and provide assistance to media persons visiting or writing about Thomasville to showcase the unique qualities of the area and maximize their time in Thomasville/Thomas County

COMMUNITY OUTREACH AND PROFESSIONAL DEVELOPMENT

12. Establishes and maintains ongoing effective communications with community members, government leaders, business and cultural institution leaders, convention and event planners, and local and national tourism industry officials to effectively develop collaborative marketing and sales strategies.
13. Promotes a broad local understanding of tourism's vital role in economic development and quality of life, resulting in increased stakeholder participation and financial, in-kind, and value-added resources for the organization's competitiveness.
14. Work closely with DTTA Board, Main Street, Imagine Thomasville and any other local tourism partner to develop strategies, programs, and policies to promote tourism to the area.
15. Attend meetings, seminars, conventions, trade-shows, and workshops to enhance tourism knowledge and stay informed of the changes in the tourism industry, and network with other organizations.
16. Build and strengthen relationships with all local tourism-related attractions, lodging providers, businesses and state agencies by providing tourism assistance and coordination.

BUDGETING AND ACCOUNTING

17. Responsible for planning and setting annual budgets that support the Strategic Plan and set fair compensation for all employees. Annual budgets must be submitted and approved by the DTTA board and adopted by the City & County governments.
18. Ensures the annual audit takes place in compliance with City and County guidelines and confirms satisfactory results through appropriate and ongoing internal control systems.
19. Views and approves all invoices for services rendered by suppliers/contractors to the organization or products purchased, authorizes all payments, and approves reimbursement requests to the City and/or County as needed.
20. Responsible for maintaining and securing contractual agreements with the City of Thomasville and Thomas County governments to spend the allocated Hotel/Motel Tax.
21. Provides the board of directors with monthly financial and operating reports.

Desired Knowledge, Skills, and Talents

1. Establishes the overarching organizational structure that ensures the best use of resources to inspire travel to the destination.
2. Bachelor's degree in Business Administration, Hotel Administration, Tourism, Marketing, Organizational Leadership or related field of study from an accredited four-year college or university, and/or 5-7 years experience in the executive level in the hospitality or tourism industries, preferably in destination.
3. Strong management and interpersonal skills coupled with the ability to lead creative teams and interact with a broad range of business, government, and community associates.
4. Outstanding communication skills and an effective public speaker.
5. Proven experience in media relations and public engagement.
6. Experience utilizing research to drive marketing decisions.
7. Exemplary planning/organization skills.
8. Knowledge of travel statistics and research of travel trends.
9. Active involvement in community and civic programs and events.
10. Travel experience as an individual and with a group
11. Proven success in working with government leaders at the local, regional, and state levels.
12. Experience in working for boards of directors of not-for-profit organizations that receive public funds.
13. Experience recruiting, training, developing and leading staff.
14. Knowledge of tourism/hospitality industry marketing and sales practices and procedures.
15. Experience in brand enhancement.

Physical and Environmental Requirements

Mobility to work in typical office settings using standard office equipment, ability to drive and some lifting of boxes weighing approximately thirty (30) pounds is required. In addition, vision to read printed materials and computer screen and hearing and speech to communicate in person or over the telephone.

Limitations and Disclaimer

- The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.
- All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.
- Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by the DTTA Board in compliance with Federal and State Laws.
- Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an “at-will” basis.

Salary and Benefits

Salary and benefits will be based on skill set and experience. The salary and benefit package may include but not be limited to the following:

- Base Salary - \$100,000+
- Insurance Stipend
- Vehicle Stipend
- Cell Phone Stipend
- Retirement Contribution
- Moving Expenses

How to apply:

Anyone interested in applying for this position must submit a cover letter and resume to the following email address: destinationthomasville@gmail.com

Once received, all applicants will be notified and updated on the status of their application.

Deadline to apply is December 20th, 2024

[Please click here to view the DTTA Strategic Plan.](#)