



JOB DESCRIPTION

DIRECTOR OF TOURISM DEVELOPMENT

The Director of Tourism Development for Visit Annapolis & Anne Arundel County will focus on identifying and developing tourism programs and products utilizing market research and grant opportunities to further the work and mission of the organization. This position reports directly to the Executive Director, and will work with the staff, board, and partners.

Major responsibilities include:

Tourism Development

- Integral team member striving to create innovative programs and products to inspire, inform, and maximize domestic and international travelers.
- Collaborate and partner with federal, state, and local agencies, organizations, and businesses to identify and develop tourism programs and products.
- Work closely with marketing teams to effectively bring tourism programs and products to the marketplace.

Market Research and Analysis

- Use existing data and reports, as well as conduct new research, to inform internal decisions, guide strategic direction, calculate return on investment, and accomplishment of mission.
- Develop models for collection, assessment, and interpretation of data and reports.
- Conduct and/or manage proof of concept and feasibility assessments, and provide analysis and recommendations for new initiatives and projects.
- Support strategic planning efforts and track key performance indicators.

Grants & Reporting

- Take initiative to identify and source alternate funding and grant opportunities for tourism development.
- Write complex grant applications under strict deadlines; ensure compliance with the rules and regulations administered by the funders; oversee audits conducted by funders.
- Manage, administer, coordinate, and report on grant activities with staff across the organization internally and via local, state, and federal systems.
- In consultation with the Director of Finance and Administration, maintain project budgets and materials to document grant execution and satisfy reporting requirements.

Destination Management

- Provide destination development technical assistance to businesses, partners, and stakeholders.
- Serve as a liaison and resource with businesses, partners, and other stakeholders in applying for joint grants, bids, and proposals.
- Represent the organization at tradeshow, sales and media missions, and conferences when appropriate.
- Other duties and responsibilities as required and assigned.

Additional Skills and Experience

- Excel with project management and deadlines.
- Forge strong working relationships with nonprofit, business, and government partners.
- Experience in contract review, drafting, and negotiation as well as budget development.
- Proficient in the use of financial management and reporting software to include spreadsheets and databases.
- Ability to interpret and communicate complex grant funding requirements, submissions, and budget projections as well as federal, state, and local government laws and regulations regarding grant administration.
- Government contracting and other federal government administrative experience preferred.
- Motivated to perform high quality work, while demonstrating a high degree of accuracy and flexibility.

The full-time, exempt position offers generous benefits, a hybrid schedule, and a competitive salary of \$90K. To apply, visit www.visitannapolis.org or send a letter of interest and resume to HR@visitannapolis.org.