

Job Title: Tourism Operations

Location: Lynchburg, Tennessee

About South Central Tennessee Tourism Association:

The South Central Tennessee Tourism Association is a leading organization dedicated to promoting the beauty, culture, and attractions of South Central Tennessee. We aim to enhance the region's tourism through innovative marketing, partnerships, and fostering a welcoming environment for visitors and locals alike.

Mission Statement: The purpose of this association is to unite representatives of the travel and tourism industry to include, but not limited to accommodations, restaurants, attractions, destination marketplace organizations, and tourism service organizations, for the promotion, protection, and development of their common interests within the South Central Tennessee region as defined by the State of Tennessee.

Job Overview:

We are seeking a highly motivated and skilled tourism operations specialist to join our team. This pivotal role involves applying for and managing grants, coordinating a range of services including photography, videography, social media, and journalism, as well as managing diverse programming initiatives. The successful candidate will work closely with destination management organizations (DMOs) to ensure a cohesive and comprehensive promotion of South Central Tennessee as a premier travel destination.

Key Responsibilities:

- **Grant Management:** Identify grant opportunities, prepare and submit applications (including the annual Tennessee Department of Tourist Development Tourism Marketing Grant), and manage grant funds in alignment with organizational goals and compliance requirements.
- **Service Coordination:** Oversee and schedule a variety of services to support tourism marketing efforts, including photography, videography, social media campaigns, and journalistic content. Serve as a liaison between service contractees and content creators.
- **Programming Management:** Develop and manage engaging tourism programs, including the production of brochures, travel guides, and After Jack publications. Coordinate geocaching activities and maintenance for the Jack Trail GeoTour within the region.
- **Collaboration with DMOs:** Establish and maintain productive relationships with DMOs to align efforts and maximize the impact of tourism initiatives, assist in grant applications, and execute strategic goals.
- **Project Oversight:** Lead projects from conception through to execution, ensuring they are completed on time, within budget, and to the highest standard.
- **Reporting and Analysis:** Monitor and report on the effectiveness of tourism programs and initiatives, providing insights and recommendations for improvement.

Qualifications:

While the below qualifications are certainly a plus, our objective is to ultimately develop a staff of motivated people who are obsessed with making a difference in the region. Our organization plays a critical role across governmental offices, destination marketing offices, attractions, and small businesses alike, aligning their efforts with principals and strategies that deliver a better visitor experience and subsequently deliver a greater overall economic impact.

- Bachelor's degree in Tourism Management, Marketing, Business Administration, or a related field preferred.
- Proven experience in grant writing and management, preferably within the tourism or non-profit sector (or ability to learn grant administration skills).
- Strong project management skills, with a track record of managing multiple projects simultaneously.
- Excellent communication and interpersonal skills, with the ability to work effectively with a range of stakeholders.
- Experience in coordinating photography, videography, and digital content creation.
- Knowledge of the tourism industry and current trends, especially within Tennessee.
- Ability to think creatively and innovatively, with a focus on promoting tourism.
- Proficiency in social media platforms and digital marketing tools.

What We Offer:

- A dynamic and supportive work environment where your contributions are valued and celebrated.
- Opportunities for professional development and growth within the tourism industry: conference and educational opportunities.
- A competitive salary. (\$15 to \$17 per hour +/- depending on experience and other factors)
- Paid time off.
- The chance to play a key role in promoting the beauty and diversity of South Central Tennessee.

How to Apply:

Interested candidates should submit a cover letter and resume detailing their qualifications and experience. Please include any relevant examples of previous successful grant applications or tourism projects you have led.

Applications should be sent to Ryan@ExperienceTN.com with the subject line "Application for Tourism Operations Position", or fill out an application at www.SCTTA.org/jobs

Application Deadline: Rolling applications

We thank all applicants for their interest in the South Central Tennessee Tourism Association. Those selected for an interview will be contacted.