



SENIOR DIRECTOR OF PROGRAMS & COMMUNITY ENGAGEMENT

REPORTS TO: VICE PRESIDENT OF MARKETING AND MEDIA
DEPARTMENT: MARKETING, PUBLIC RELATIONS & PROGRAMS

GENERAL DESCRIPTION

The Senior Director of Programs & Community Engagement position shall be responsible for managing and developing a strategy to grow and promote new and existing programs and engage with hospitality and business communities. Manage the Director of Partnerships & Programs position.

SPECIFIC DUTIES

PROGRAMS

Lead development of strategies and tactical plans for all current programs and events, including:

- Cobb Arts VIBE
- CHAT Meetings
- Cobb Tourism Course
- Cobb Restaurant Week
- Hospitality Security Task Force
- Annual Meeting
- Cobb Forecast Event
- Cobb Greenway

Manage all efforts for Cobb Arts VIBE, advancing marketing and community projects and initiatives.

Assist with the continued development of Cobb's camera-ready program.

Create, plan and execute new programs, events and initiatives that further the mission of Cobb Travel & Tourism, Cobb Sports Alliance and Cobb Arts VIBE.

Develop strategies for partner development, marketing and sponsorship programs and opportunities.

Track program ROI.

Direct and execute the daily operations of Programs that includes but not limited to:

- Provide direction and oversight to the Director of Partnerships and Programs in relation to that position's program responsibilities.
- Develop and maintain relationships with the hospitality, tourism, arts and business communities.
- Implement sponsorship opportunities, securing sponsors for programs and events. Implement strategies to best position our partners and CT&T. Track efforts and sponsorship-specific ROI.
- Event planning for meetings and special events.
- Work with marketing team to execute marketing efforts related to job responsibilities.

COMMUNITY ENGAGEMENT

Serve as a liaison between the tourism industry and community stakeholders.

Collaborate with tourism industry and stakeholders to enhance understanding of CT&T's role in making Cobb a visitor destination.

Work with economic development partners to create collaborative programming opportunities and planned experiences.

Represent CT&T at community and hospitality events through attendance, participation and public speaking opportunities.

Track community outreach and ROI.

PARTNERSHIPS

Provide direction and oversight to the Director of Partnerships and Programs and the partnership program. Ensure all functional areas are integrated and strategic.

Provide CT&T partners with up-to-date information about projects and news vital to their success and the success of the tourism industry.

Identify and cultivate collaborative relationships with industry partners and funding sources.

Maintain accurate reporting and contacts in CRM Database.

Review weekly and monthly reports and inform any inaccuracies to the Director of Finance.

OTHER TASKS

- Develop department's yearly budget, and work with other staff in related areas.
- Promote the economic impact and activities of CT&T.
- Provide support to achieving CT&T goals and strategic plan.
- Such other duties, functions, special projects and responsibilities as assigned by the Vice President of Marketing or the President and CEO.

MINIMUM QUALIFICATIONS

- Bachelor's degree required with five to seven years' experience in program development and/or event management preferred.
- Working knowledge of visual, performing and cultural heritage arts. Connections with Cobb County's arts community a plus.
- Strong partner relations experience and success in building relationships with business.
- Ability to manage and track many details and follow quality control best practices.
- Self-motivated, willing to learn and create new processes, and comfortable with direction while also being able to work independently and perform responsibilities with minimal supervision.
- Ability to work and make decisions proactively, take initiative, prioritize, plan ahead, and meet deadlines.
- Demonstrated knowledge or a willingness to learn the Tourism Industry and/or Group Sales, its vocabulary, and its unique set of sales and marketing needs.
- Strong skillset in MS Office programs. CRM and database management experience is helpful.
- Ability to deliver exceptional customer service with a positive attitude.
- Problem solver.
- Excellent communication skills, written and oral.
- Highly collaborative.

The job and budget responsibilities as presented here may change from time to time as situations warrant. Should additional duties be identified for this position, the direction of the Chief Executive Officer will be utilized. Review and modification to this position will be at the sole discretion of the President & CEO.