



DIRECTOR OF PROGRAMS & EVENTS

REPORTS TO: EXECUTIVE VICE PRESIDENT OF MARKETING & PROGRAMS

DEPARTMENT: MARKETING, PUBLIC RELATIONS & PROGRAMS

GENERAL DESCRIPTION

The Director of Programs & Events will be responsible for the management and strategic direction of core CT&T program and event operations. This position will help create new marketing and implementation tactics for promotion and growth.

SPECIFIC DUTIES

Lead development of strategies and execution of tactical plans for CT&T programs and events, including:

PROGRAMS

Cobb Arts VIBE

- Direct all efforts for Cobb Arts VIBE, creating community connections to tell Cobb's arts stories and foster collaboration.
- Work with the Marketing team to support Cobb Arts VIBE members through dedicated marketing efforts.
- Partner in the promotion of new community arts programs and initiatives.
- Plan and host quarterly VIBE meetings, featuring meaningful and relevant content.

Cobb Camera Ready

- Work with Marketing team to develop a stronger Cobb Film presence through branding of Cobb Film.
- Work with the President and CEO to support the Cobb Camera Ready initiative, serving as a film liaison for productions and be a resource for county and city permitting agencies.
- Manage film processes for CT&T.
- Maintain and grow Cobb's presence on the state's ReelScout photo library.

Other Programs

- Manage the implementation of Bubbles & Brews in coordination with the Marketing team.
- Assist Marketing team with implementation of Cobb Foodie Week.
- Oversee CT&T's role with the Cobb Greenway/Regional Bike Share program.

EVENTS

- Plan, manage and execute all functional details (venue, catering, A/V, logistics, etc.) for CT&T events, including
 - CT&T Annual Meeting
 - Cobb Forecast Event
- Work with the Marketing team on all marketing and promotional efforts for each event.
- Implement and secure sponsorship opportunities for events, working with the Vice President of Group & Partner Sales.
- Create annual calendar of events and programs for CT&T across departments.
- Ensure smooth, well-run events.

OTHER TASKS

- Create, plan and execute new programs and events that further the mission of Cobb Travel & Tourism.
- Work with the Executive VP of Marketing & programs to develop department's yearly budget.
- Develop and maintain relationships with the hospitality, tourism, arts and business communities.
- Track ROI.
- Provide support to achieving CT&T goals and strategic plan.
- Such other duties, functions, special projects, and responsibilities as assigned by the Executive Vice President of Marketing & Programs or the President & 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 or a willingness to develop connections with Cobb County's arts community.
- 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, its vocabulary, and its unique 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.

GET TO KNOW US

A catalyst for tourism and placemaking, Cobb Travel & Tourism (CT&T) is an economic driver that plays a crucial role in shaping our community. We promote Cobb County as a premier tourism destination. In other words, CT&T is Cobb's expert adventure guide. By connecting with partners at all levels, we tell the story of why Cobb County is Atlanta's sweet spot. The team's passion, enthusiasm, and expertise help establish Cobb as a preferred location for conventions, trade shows, meetings, sports, and leisure travel. Basically, we are a united team on a mission – unstoppable, unbreakable, and unrivaled. Visit us at www.travelcobb.org.

WHAT'S IN IT FOR YOU

Benefits of working at Cobb Travel & Tourism go beyond our comprehensive benefits package. Being a team member at CT&T means you'll enjoy a culture that is open to creativity and innovation. Additionally, we strive to help each person grow both professionally and personally. We are a small team that highly values each other's skills, interests, and wellbeing. We work hard to create a culture of inclusivity and care, and we believe that if each team member is thriving, then our organization and community will achieve a greater level of success.

Our benefits package includes (but is not limited to):

- 401 (K) retirement plans, with matching contributions
- Medical, Dental, and Vision insurance
- HSA, FSA and Dependent Care FSA plans
- Company paid Long-term Disability, Short-term Disability, and Life Insurance
- Generous paid time off
- Professional Development Opportunities
- Hybrid Work Environment

HOW TO APPLY

Please apply for this position by sending your resume to operations@travelcobb.org.