

Tourism Coordinator/Destination Marketing Organization (DMO)

Location: Russell County, Virginia

Reports To: County Administrator & Board of Supervisors

Position Type: Depends on Applicant – Full-Time/Part-Time

Position Overview:

The Tourism Coordinator serves as the lead staff member responsible for the planning, development, implementation, and management of tourism-related initiatives in Russell County, Virginia. This position works to promote the county as a travel destination, foster community engagement, support local business growth, and enhance visitor experiences through strategic marketing, grant acquisition, and program development.

Key Responsibilities:

Office/Administrative Skills

- Manage the department's limited annual tourism budget with a focus on impact and strategic growth
- Coordinates the Russell County Tourism Advisory Committee
- Respond to traveler inquiries via phone and email, helping them plan visits and access travel resources
- Coordinates mailings of brochures and promotional materials to prospective visitors and partners
- Maintain organized records of tourism marketing efforts, grant applications, financial reports, and event planning materials

Marketing & Promotion

- Develop and manage content for official tourism platforms including social media, email marketing, and print collateral
- Create and execute annual and seasonal marketing campaigns in alignment with the county's tourism marketing plan
- Maintain and update the **Experience Russell County** website to reflect current events, attractions, and promotional content
- Design promotional materials, advertisements, and itineraries to attract visitors and encourage regional engagement

Grant Writing & Implementation

- Research, write, and submit local, state, and federal grant applications to support tourism-related initiatives

- Administer and implement awarded grants in accordance with program guidelines, including budget oversight and reporting
- Maintain records and prepare documentation for grant-funded projects, including marketing deliverables

Partnership Development

- Build and sustain professional relationships with local businesses, regional tourism partners, and community organizations
- Represent Russell County in regional tourism coalitions and attend relevant meetings, events, and conferences
- Work collaboratively with the Virginia Tourism Corporation (VTC), Heart of Appalachia, and other state-level partners

Event Development & Management

- Plan, coordinate, and execute county-supported tourism events such as the **Russell County Heritage Festival**, and other tourism-driven programs
- Work with vendors, performers, volunteers, and community groups to ensure successful event implementation
- Assist in the promotion, setup, and evaluation of events to grow attendance and economic impact

Business & Community Support

- Assist local small businesses with developing marketing strategies, grant applications, and branding guidance
- Serve as a resource to businesses and organizations seeking to engage in or expand their tourism-related services

Facility & Site Management

- Oversee the day-to-day operations and seasonal maintenance of **Asty Lee Campground**
- Ensure campground amenities are promoted and accessible, contributing to the county's outdoor recreation and tourism goals

Qualifications:

- Experience in Recreation, Parks, and Tourism; Marketing; Business Administration.
- Experience in tourism, marketing, economic development, or public administration preferred. Strong communication, writing, and public speaking skills
- Knowledge of graphic design, social media platforms, and website management tools
- Ability to manage multiple projects simultaneously and meet deadlines & comfortable working independently and in collaboration with diverse stakeholders