



ASSISTANT DIRECTOR FOR TOURISM

Hiring Salary Range: \$72,165 - \$80,000 DOQ

The City of Fredericksburg (recently named by [Southern Living](#) as one of the best small towns in the South) is seeking an Assistant Director for Tourism to assist in the City of Fredericksburg's tourism operation. This is a **newly created position** that assists the Director of Economic Development and Tourism in the overall management and administration of the department, with a strong focus on tourist attraction efforts. As we continue to seek the diversity that reflects our community, qualified minority candidates are strongly encouraged to apply.

This position will provide professional and analytical support in a variety of areas, including, but not limited to: developing strategic, marketing and social media plans; establishing and enhancing heritage/eco/sports tourism initiatives; enhancing the City's online tourism marketing presence and building higher brand awareness; working with regional partners including the Fredericksburg Nationals; and assisting in developing departmental direction, priorities, goals and objectives to meet departmental, City and community needs.

Prior experience in a Virginia local government or CVB is preferred. Bachelor's degree in public administration, tourism, business, marketing advertising or a related field, with a minimum ten (10) years of progressively responsible experience in Economic Development and Tourism; or any equivalent combination of training and experience that provides the required skills, knowledge and experience and abilities.

While the position is open until filled, completed City Applications and resumes should be submitted before the close of business on **06/18/2021**.

Come be part of a knowledgeable and amazing work team committed to excellence in serving a thriving and growing community with a commitment to the [City's Core Values](#). The City is a member of the Virginia Retirement System and offers competitive health insurance and leave benefits.

Applications may be found at <https://www.fredericksburgva.gov/216/Employment>. Additional information may be found on the City's web page: www.fredericksburgva.gov

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