

## **DESTINATION DEVELOPMENT SPECIALIST**

Upper Shenandoah Valley and Western Northern Virginia

The Virginia Tourism Corporation (VTC) is seeking a Destination Development Specialist to cover the areas of the upper Shenandoah Valley and western Northern Virginia. Working with tourism industry partners, the specialist will facilitate the development of community-based tourism programs, new products, and tourism-related businesses. Responsibilities include providing tourism strategic planning, technical assistance, product development guidance, and cooperative marketing assistance to communities and small tourism-oriented businesses. Additional responsibilities include connecting tourism industry representatives and small businesses with VTC services.

The successful applicant must have a comprehensive knowledge of tourism development and marketing, economic development planning, entrepreneurship, and professional leadership and community development. Considerable knowledge of strategic planning, goal setting, community visioning and value development, and project planning and implementation preferred. The Destination Development Specialist must be able to effectively manage multiple projects; communicate effectively verbally and in writing; deliver presentations; work independently with minimal supervision, as well as collaboratively within a team environment; exhibit sound judgment in making decisions; and maintain confidentiality on sensitive matters. The successful applicant must have the ability to telecommute and the discipline to work independently from a home office. The successful applicant will have experience using multiple software packages including the Microsoft Office Suite. Degree or equivalent experience in business, public administration, marketing, hospitality, or related field preferred. Considerable travel and evening meetings within the served regions, including regular trips to the Richmond office will be required. A valid driver's license is required. Salary minimum: \$60,000.

Being authorized to work in the U.S. is a precondition of employment. VEDP uses the E-Verify system and does not provide sponsorship.

All candidates must apply through our website:

<https://www.vatc.org/administration/employment/>. Application deadline: September 16, 2022.

*VEDP is an Equal Opportunity Employer. All applicants are considered for employment without regard to race, sex, color, national origin, religion, sexual orientation, gender identity or expression, age, veteran status, political affiliation, genetics, or against otherwise qualified individuals with disabilities. It is VEDP's intent that its employment and personnel policies and practices conform to all applicable federal, state and local laws and regulations regarding non-discrimination and affirmative action. Applicants requiring more information or requiring assistance may contact VEDP Human Resources at 1-804-545-5634 or [vedphr@VEDP.org](mailto:vedphr@VEDP.org). TDD 1-800-828-1120.*