



EAST TENNESSEE DIVISION MANAGER
TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT
Salary Range: \$60,000-\$70,000; Based on Experience

The East Tennessee Division Manager will serve the 34 counties of East Tennessee managing partner relations and engagement. The position primarily works with tourism/destination marketing organizations to ensure awareness of department programs, initiatives and resources working to further develop the positive economic impact of tourism. The Division Manager reports to the Director of Outreach & Engagement and collaborates with other members of the Rural Tourism & Outreach and Marketing divisions. This person must be team-oriented, resourceful and possess excellent problem solving, interpersonal, verbal, and written communication skills. Frequent in-state travel is required.

EXAMPLES OF DUTIES AND RESPONSIBILITIES

- Provide county and regional tourism support to increase the number of visitors, visitor spending and sales tax revenues to local communities in the East Tennessee region and across the state.
- Represent TDTD in all East Tennessee counties, through tourism development, marketing assistance, PR, and resources offered by the department.
- Assess the tourism progress and opportunities within the East Tennessee region, specifically working with the mid-range partners. Encourage travel and tourism to and within Tennessee by working with communities to assist in promoting events and attractions.
- Advise on the tourism services available through the Tennessee Department of Tourist Development as well as be a resource to the industry with a thorough knowledge of the current marketing plan and awareness of the Tennessee Sounds Perfect brand.
- To increase the number of tourism related stories resulting from public relations efforts, assist in the implementation of TDTD's public relations initiatives by providing story material from each county in the East Tennessee region to the communications division.
- Provide marketing assistance throughout the East Tennessee region to increase consumer intent to travel, which also includes support of department initiatives.
- Work with Rural Tourism team on needs of Tennessee's distressed and at-risk counties in East Tennessee.

SKILLS

- Management of multiple projects of differing deadlines with detail and organization
- Ability to complete projects and tasks with minimal supervision
- Proficiency in Microsoft Office Suite
- Development and execution of presentations
- Excellent verbal and nonverbal communication
- Anticipate needs and proactively identify/resolve potential issues

MINIMUM QUALIFICATIONS

Graduate of an accredited college or university with a bachelor's degree and experience equivalent to a minimum of five years of full-time professional work; experience in tourism and/or marketing preferred.

TDTD MISSION STATEMENT

To increase the state's economic viability and support the growth of tourism in all 95 counties by inspiring travel, developing programs and enhancing industry partnerships which drive job creation, tax revenue and new investments, thereby enriching the quality of life for every Tennessean.

VISION

To be the global music destination of choice; a diverse American experience offering family fun, outdoor adventure, live entertainment, sporting events, festivals and a showcase of craftsmanship at the crossroads of rich history, local cuisine and renowned scenic beauty.

To apply, please submit cover letter and resume to Zach Ledbetter, Director of Outreach & Engagement, via email at zach.ledbetter@tn.gov.