

JCTDA Employee Position Discussion

As tourism and visitation have grown significantly in Jackson County, along with increasing platform management required by new programs, a staff position has been identified as a top priority by the TDA Executive Director, to ensure the TDA remains competitive in the tourism sector.

After conferring with the Executive Board at the October meeting, the Executive Committee indicated unanimous support for this request. The role would be at a minimum of 20 hours per week to a full-time position, which would need to be identified before a request is made. The TDA would also work with Young Strategies to assist in the identification of duties, dependent on destination priorities as indicated in the surveys. The Executive Director's job description would also need to be revised to reflect supervisory responsibilities.

This request of the staff position is being made now, as it has budgetary implications and the advertising/hiring process would only be able to take place after County Commissioner approval next year.

Internal TDA Discussion is needed before the position request is presented to the County Commissioners as required by our establishing resolution (R12-34).

Section 11: County Government and the TDA

B. Funds shall not be used to create and pay positions from TDA funds unless approved in advance by the TDA Board and the Jackson County Board of Commissioners.

Position Title Suggested: Marketing and Sales Coordinator

Suggested staff duties include:

Digital platform management

- Updates to VisitNC – events, lodging, dining, attractions, etc.
- Updates to DiscoverJacksonNC.com – events, lodging, dining, attractions, etc.
- Updates to JacksonCountyTDA.com
- Event discovery and management with social media and web team
- Google DMO program administration with new businesses, existing businesses
- Crowdriff Social Media curation for photo walls and website galleries
- Future website migration-related tasks and be resource to agency on transition

Content

- Handle approvals on content calendars for social media.
- Capture content as needed for PR, social media, and online platforms
- Partner communications
- Partner e-news coordination
- Update listings for Visitor Guide and miscellaneous Visitor Guide-related work
- Assist partners and media with imagery & content

Administrative duties

- Represent the TDA at meetings
- Assist with preparation of materials for board meetings.
- Attend all JCTDA status update calls, meetings and other events as needed
- Staff events where a TDA presence is warranted, but currently no availability of Director or Visitor Center staff to do so.
- Assist Visitor Centers as needed with TDA materials, restocking, deliveries.
- As needed and as available, assist events and event planners with various needs. This position would not be planning events or directing them but available as an additional resource.
- Create Airbnb/VRBO workshops for partners
- Media trip coordination with local partners

Community Relations

- Find and connect resources to tourism-related partners in the community.

Grants

- Coordinate with grant applicants as needed, respond to grant program inquiries, and serve as contact for grant program questions, evaluations and be a resource to grant application review committee.

Sales and Groups

- Assist with any group sales requests and facilitate sales RFP to hotels for block rooms.
- Prepare resources for groups coming to town (guides, maps, etc.)
- Grow market share of group bookings
- Develop and market itineraries for motorcoach/bus tours, sports tournaments, etc.

Other

- Other duties as assigned

Request: Part-time to Full-time (*more likely*) TDA staff position

Timeframe: July 1, 2019

Estimated cost to TDA budget: Full time est. \$34,000 - \$46,000 plus benefits (technology, conference/travel, and office supplies not included). Salary range study would need to be conducted by County HR/Finance.

Next steps: Upon board approval to proceed, coordinate with County on next steps with Commissioners/Human Resources.