

Tourism Manager (Revised)

City of Stone Mountain, Georgia

Position Title: Tourism Manager

Reports to: Community Development Director

Salary Range: \$60,000 – \$70,000 annually

Position Summary (Updated)

The Tourism Manager serves as the City's lead professional for tourism development and destination management. The position is responsible for planning, implementing, and evaluating tourism programs, special events, and marketing initiatives that enhance visitor experience and support economic vitality.

The role also provides **direct support to the Downtown Development Authority (DDA)** and assists with Main Street initiatives, downtown programming, and tourism-related economic development activities.

Essential Duties and Responsibilities (Additions Included)

(Original responsibilities remain, plus the following additions)

DDA & Main Street Support

- Assist the Downtown Development Authority (DDA) with:
 - Preparing meeting agendas and supporting materials
 - Recording and maintaining meeting minutes
 - Supporting grant program administration and documentation
- Support implementation of DDA initiatives and downtown revitalization efforts
- Assist with Main Street program initiatives, including reporting, programming, and compliance

Events & Tourism Programming

- Support and coordinate downtown events, festivals, and tourism programs tied to Main Street and DDA efforts
- Assist in developing and implementing initiatives that increase visitation and economic activity
- Coordinate promotional activities and partnerships aligned with tourism and downtown goals

Education and Experience Requirements

- Bachelor's degree in tourism management, hospitality, public administration, marketing, communications, history, or a related field
- Two (2) to four (4) years of progressively responsible experience in tourism, destination marketing, event planning, downtown development, or a related field
- Experience supporting boards, committees, or public meetings (such as preparing agendas, minutes, or staff reports) preferred
- Experience assisting with grant programs, reporting, or administration is highly desirable
- Experience in a municipal or public sector environment is preferred

Knowledge, Skills, and Abilities

- Knowledge of tourism development, destination marketing, and special event coordination
- Understanding of downtown development, Main Street programs, and community-based tourism initiatives
- Ability to support board operations, including agenda preparation, documentation, and follow-up actions
- Strong organizational skills with the ability to manage multiple projects, events, and deadlines
- Strong written and verbal communication skills, including report writing and public interaction
- Ability to build partnerships with local businesses, community organizations, and regional tourism partners
- Proficiency in Microsoft Office and familiarity with social media and digital marketing tools
- Ability to work independently while supporting broader departmental and DDA initiatives