



CONVENTION & VISITORS BUREAU

EXECUTIVE DIRECTOR

Key Attributes Required

- Innovative, Experienced Tourism Leader
- Proven Organizational Management
- Business Acumen
- Excellent Communication Skills
- Collaborator, Relationship Builder

Overview. The Cartersville-Bartow County Tourism Council, Inc. d/b/a Cartersville-Bartow County Convention & Visitors Bureau has initiated a search for an executive director to replace their retiring professional. The Chason Group has been retained to assist with the search process.

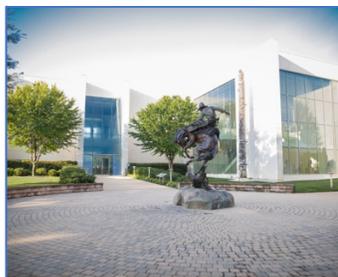
About the CVB. The Cartersville-Bartow County Convention & Visitors Bureau is the Destination Marketing Organization representing all of Bartow County, Georgia, including Adairsville, Cartersville, Cassville, Emerson, Euharlee, and Kingston. Founded in 1991, the CVB's mission is to foster and sustain the economic development of Bartow County

and its municipalities by generating tourism revenue. Under management agreements with Bartow County governments, in addition to destination marketing, the CVB manages the Clarence Brown Conference Center, Pine Acres Retreat and George Washington Carver Park which includes vacation rentals. The destination features many attractions of interest including LakePoint Sporting Community, Allatoona Lake, Red Top Mountain State Park, Tellus Science Museum, Booth Western Art Museum, Savoy Automobile Museum, Etowah Indian Mounds State Historic Site, Barnsley Resort. All are located just a short drive north of Atlanta and about an hour south of Chattanooga on Interstate 75, Exits 278-306.

Savoy Automobile Museum



Booth Western Art Museum



Tellus Science Museum



Position Announcement - Cartersville-Bartow CVB



LakePoint
Sports
Complex

About Cartersville and Bartow County. Located north of Atlanta, Cartersville-Bartow County is a part of the Atlanta MSA. The population of the county is approximately 108,000. One of Bartow County's greatest tourism advantages is Interstate 75, which runs through the center of the county. This interstate is one of the country's major north/south transportation arteries, connecting states from Michigan to Florida. Complementing this valuable transportation asset is Atlanta's Hartsfield/Jackson International Airport which is the busiest airport in the US and located less than an hour's drive away. Also known for 12,000-acre Allatoona Lake, two state parks, seventeen museums including two Smithsonian affiliates, 5-star world-class Barnsley Resort, LakePoint Sports Complex, charming downtowns, state-of-the-art business and sports venues, Cartersville-Bartow County is the Location of Choice for tourists and tourism projects alike.

Tourism Hotspot. Bartow County has dozens of venues for tourists and residents alike to enjoy. A sampling of those include the Savoy Automobile Museum, Booth Western Art Museum, Tellus Science Museum, Etowah and Leake Mounds, Stilesboro Academy, Pine Acres Retreat, Roselawn Museum, Allatoona Pass Battlefield, and Terminus Wake Park.

The Position. The executive director is the principal administrative officer of the Cartersville-Bartow County Tourism Council, Inc. d/b/a Cartersville-Bartow County Convention and Visitors Bureau. He or she shall be employed by terms set forth by the Board. The executive director will have general charge and responsibility for employing professionals and keeping records of the CVB; preparing and submitting annual operating budgets to the Board for approval; and maintaining relationships and communications with stakeholders. Responsibilities also include administering policies, programs, and procedures as approved by the Board of Directors, to include the administration of the Clarence Brown Conference Center, Pine Acres Retreat, George Washington Carver Park ("The Parks") and programs of Cartersville-Bartow Destination Marketing.

The Ideal Candidate. The ideal candidate for the position is an innovative, experienced tourism professional with strong skill sets in destination marketing, building brand relevancy, business acumen, developing alliances, communications at all levels, strategic planning, and day-to-day leadership/management of a professional team.

Position Announcement – Cartersville-Bartow CVB

Tourism marketing requires creativity, including a keen sense of what works for business-related groups, sporting venues, film locations, special events, and the general tourist looking for attractions in the area. The executive director must understand how to identify and promote the relevancy of tourism in Bartow County; have a desire to learn new trends in the industry; experience in building a brand and re-branding as necessary; and possess communication skills that lend themselves to cultivating teams and partnerships.



Candidate Requirements. Applicants should have a minimum of a bachelor’s degree, ideally with an MBA or other post-graduate work, from an accredited college; or equivalent experience in the area(s) of marketing, public relations, hospitality management and tourism, communications, or similar field(s). Candidates should have at least five years of leadership / management experience in the tourism industry or a related area.

How To Apply. Candidates interested in the executive director’s position may upload a cover letter addressed to Tim Chason, as well as a copy of their resume, at www.thechasongroup.com. The documents must be submitted in PDF format. The deadline for the materials to be submitted is June 17, 2022. For more information on the position, please contact Tim Chason at 404.735.0540 or via email at tchason@thechasongroup.com; or Randy Cardoza at 404.661.9438 or via email at rcardoza@thechasongroup.com. The start date for the position is Fall 2022.



Barnsley Resort