



## Position Announcement

## EXPLORE NEWNAN-COWETA, INC.



Dunaway Gardens



Abundant Sports Complexes

**The Candidate.** The ideal candidate for the position is a professional who has successful, proven experience in marketing, building brand relevancy, developing alliances, communicating at all levels and day-to-day management. Tourism requires creativity in many aspects, including a keen sense of what works for sporting venues, film locations, special events and the general tourist looking for attractions in the area. The president should understand how to identify and promote the relevancy of tourism; have a desire to learn new trends in the industry; have experience in building a brand and re-branding as necessary; and possess communication skills that lend themselves to cultivating teams and partnerships.

**Requirements.** Applicants should possess a Bachelor's degree, ideally with an MBA or other post-graduate work, from an accredited college or equivalent experience in the marketing, public relations, hospitality management and tourism, communications or similar field(s). Candidates should have at least three years of experience in the tourism industry or a related area and eligible to obtain a valid State of Georgia driver's license within the first 90 days of employment.

**Key Responsibilities.** The president will be held accountable for maintaining relationships and regular communications with local hotel operators, restauranteurs, venue managers, product developers, and tourists; developing and managing an annual departmental budget; value-added relationships with community leaders; initiating the development and implementation of a measurable strategic plan for tourism in the community; and maintain a competitive presence in Georgia's Camera Ready program.

Other measurable results will include producing monthly reports for the ENC Board, local elected officials, hotel operators, and other stakeholders; serve as a liaison between the City of Newnan, Coweta County Board of Commissioners and the ENC Board regarding tourism matters; and utilize lodging tax collection reports as well as STR data to monitor lodging activity needs and success.

### How To Apply

For more information regarding the executive search process for the president's position with Explore Newnan-Coweta, please contact Tim Chason at 404/735-0540 or Randy Cardoza at 404/661-9438. A cover letter and resume may be uploaded at [www.thechasongroup.com](http://www.thechasongroup.com). The deadline for a cover letter and resume is January 15, 2021.