



## Tourism Director Position Announcement

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### Lead the Growth of One of Coastal Georgia's Emerging Tourism Destinations

The Greater Pooler Area Chamber of Commerce & Visitors Bureau seeks a strategic, innovative leader to serve as Director of Tourism. This role offers a unique opportunity to shape the future of one of Georgia's fastest-growing visitor destinations.

Located within the Savannah coastal tourism market, Pooler is emerging as a regional hub for retail, hospitality, and entertainment. The Director will lead efforts to strengthen the destination brand, increase visitation, and expand tourism's economic impact.

This position will collaborate closely with hospitality partners, local government, and regional tourism organizations to elevate Pooler's profile within a dynamic Southeast tourism market.

### About Pooler, Georgia

Located just west of Savannah, Georgia, Pooler is one of the state's fastest-growing communities and a key gateway to the coastal region. With immediate access to Interstates 95 and 16 and proximity to Savannah/Hilton Head International Airport, Pooler offers exceptional regional connectivity.

The community has emerged as a premier destination for shopping, dining, and entertainment, complementing Savannah's historic appeal. Key tourism assets include Tanger Outlets Savannah, the National Museum of the Mighty Eighth Air Force, a rapidly growing hospitality sector, and a diverse mix of entertainment and family attractions.

Strategically positioned, Pooler serves as both a standalone destination and a convenient hub for visitors exploring coastal Georgia.



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### About the Greater Pooler Chamber of Commerce and Visitors Bureau

The Greater Pooler Area Chamber of Commerce & Visitors Bureau serves as the leading business advocacy and tourism promotion organization for the Pooler community.

The Chamber's mission is to foster a thriving business environment while strengthening partnerships between businesses, residents, and community stakeholders. With approximately 500 member businesses and an annual operating budget of approximately \$1 million, the Chamber plays a central role in promoting economic vitality and community growth.

Through its Visitors Bureau function, the organization promotes Pooler as a welcoming destination and supports the region's hospitality industry by connecting travelers with the community's attractions, accommodations, dining, and entertainment experiences.

Working in partnership with hospitality businesses, local government, and regional tourism organizations, the Chamber serves as a key catalyst for tourism promotion, visitor engagement, and destination development throughout the Pooler area.

### About the Professional Opportunity

The Director of Tourism will serve as the community's primary strategist and advocate for tourism development in the Pooler area.

Reporting to the President & CEO of the Chamber, the Director will lead the planning and execution of tourism initiatives designed to increase visitation, strengthen the destination brand, and generate measurable economic impact for the community.

The next Director of Tourism will play a key leadership role in advancing several strategic priorities, including:

- Elevating Pooler's destination brand and visitor awareness
- Expanding hotel occupancy and overnight visitation
- Recruiting meetings, sporting events, and group travel opportunities
- Strengthening partnerships with hotels, attractions, and regional tourism organizations
- Promoting the community through innovative marketing and storytelling
- Leveraging tourism data and visitor metrics to guide strategy

This is an exciting opportunity for a tourism professional who enjoys working at the intersection of destination marketing, economic development, and community collaboration.



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## Ideal Candidate Profile

The Greater Pooler Chamber seeks a strategic, collaborative, and entrepreneurial tourism leader with a strong understanding of the visitor economy.

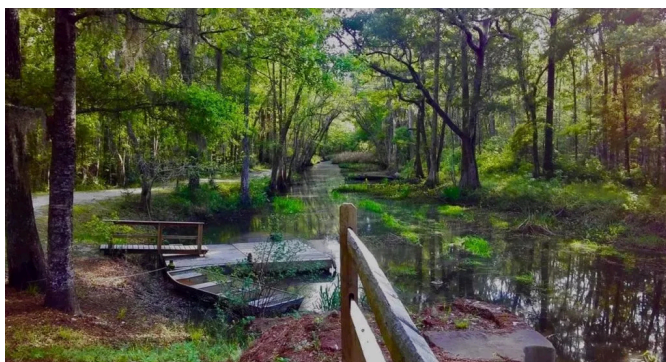
The ideal candidate brings experience developing marketing initiatives, recruiting visitor-generating events, and building partnerships that drive visitation and economic impact. This role requires a relationship-driven professional who can represent the destination externally while working closely with local stakeholders.

Success in this position requires the ability to translate strategy into action, balancing both the creative and analytical aspects of tourism promotion.

## Key Skills, Traits & Experience

- Experience in tourism marketing strategy and destination branding
- Ability to drive visitation, spending, and hotel occupancy
- Strong relationship-building with hospitality and community stakeholders
- Experience recruiting events, meetings, and group travel
- Data-driven approach to measuring and guiding performance
- Excellent written and verbal communication skills
- Experience representing destinations through marketing and industry engagement
- Program and budget management experience

Candidates should demonstrate a passion for tourism development and a commitment to advancing the visitor economy through collaboration and strategic leadership.





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### Compensation and Benefits

Compensation for the Director of Tourism will be competitive and commensurate with experience and qualifications. A benefits package will be provided consistent with organizational policies.

### How to Apply

The Greater Pooler Area Chamber of Commerce & Visitors Bureau has retained The Chason Group, an executive search firm specializing in economic development and chamber leadership searches, to assist with this recruitment.

Professionals interested in this opportunity should submit:

- A cover letter
- A resume outlining relevant professional experience

Applications should be submitted through the executive search firm's website:

**[www.thechasongroup.com](http://www.thechasongroup.com)**

Candidates will be evaluated using a weighted evaluation process approved by the Search Committee to ensure alignment with the leadership priorities for the position.

Following the application deadline, selected candidates will be invited to participate in additional phases of the search process, including interviews and a comprehensive evaluation of qualifications and experience.

For additional information about the search process, interested professionals may contact:

James McCoy  
The Chason Group  
[jmccoy@thechasongroup.com](mailto:jmccoy@thechasongroup.com)



This document has not been approved by the Greater Pooler Area Chamber of Commerce & Visitors Bureau.