

Executive Director - Tourism



Overview. The Chason Group, Inc. has been selected to conduct an executive search for a professional to serve as Executive Director - Tourism for Roswell Economic Development and Tourism, Inc. in Roswell, Georgia. The city is a part of the Atlanta MSA and located 45 minutes from Hartsfield-Jackson International Airport.

About Roswell Economic and Tourism, Inc. Earlier this year, the board of Roswell, Inc. and Visit Roswell changed its name to Roswell Economic Development and Tourism, Inc. The 501(c)(6) non-profit operates the public presence of both tourism and economic development programs under their respective brand names. Changing the name allows the organization to better and more fully reflect the scope of work of both entities which continue to operate under separate leadership and individual contracts with the City of Roswell for delivery of specific services.

A 27-member board of directors, led by a seven member executive committee, provides guidance and oversight of programs and funds. The tourism arm of the organization, also recognized as Visit Roswell, is responsible for promoting the city as a destination, generating overnight stays and increasing spending to enhance economic impact to the community. Visit Roswell also manages the Roswell Visitors Center.

Roswell As A Destination. From the birds of prey shows to brew pubs, Roswell is a hub of activity for families, couples, nature lovers, art connoisseurs, beer enthusiasts and history buffs.

Diners in the crowd will enjoy the multitude of restaurants located in the city while the bride-to-be will have several options for venues.

The Chattahoochee Nature Center touches the lives of over 100,000 children and adults alike each year by connecting people with nature. Native plants and injured, non-releasable wildlife are a part of the 127 acre preserves' beauty.

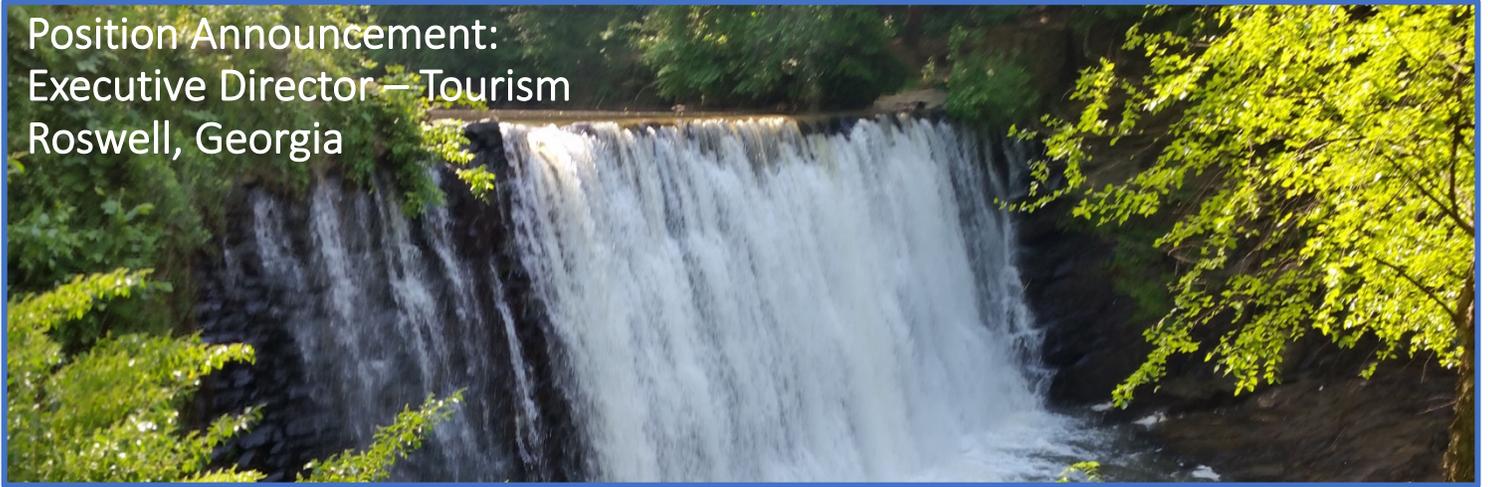
Roswell's Historic District contains three circa 1840 cemeteries and the Southern Trilogy tour represents three mansions during those times.

"Foodies" will adore the opportunity to dine in one of the many casual or white table cloth restaurants in Roswell. In recent years, local breweries have popped up around town. The outdoor dining options provide a nice setting for couples and friends to gather. Live music adds to the atmosphere in many locations.

The bride-to-be will be pleased to see outdoor and indoor venues as possibilities for the special day. Many venues have reception areas designed for family and friends of the couple to gather to celebrate the occasion.

Roswell Fun Facts. Roswell has the third largest concentration of breweries in the state of Georgia. There are over 1,000 acres of parks in the city which has been designated as one of three Bike Friendly Cities in Georgia. The population is nearing 100,000 citizens which ranks as the seventh largest in the state.

Position Announcement: Executive Director – Tourism Roswell, Georgia



New Properties On The Way. Overnight guests, both business and pleasure, will soon have the opportunity to experience new accommodations in Roswell.

Home 2 Suites by Hilton, Springhill Suites – Marriott, The Canton Street Hotel and element by Westin will account for 400 new rooms coming online for the Roswell market in the next few years. The element property is designed for a 250+ person event space for corporate and social meeting space.

The Executive Director's Position. The Executive Director - Tourism for Roswell Economic Development and Tourism, Inc. reports to the President of the Executive Committee. The full-time staff person is accountable for the operational and fiscal responsibilities of Visit Roswell. The professional is also responsible for developing a support staff to assist in the implementation of the organization's tourism strategies and develop relationships with other entities to promote the mission of Visit Roswell.

Qualifications. Applicants for the Executive Director's position should possess a bachelor's degree in marketing, public relations, hospitality management, communications or similar field(s). Candidates should have at least three years of experience in the tourism industry, convention sales or a related area.

Key Attributes. A proven track record in developing and successfully marketing a community or destination is extremely important for candidates applying. Attention to detail, presentation skills, knowledge of budgets, a team-building approach to leadership, and an excellent communicator in terms of listening, writing, speaking and social media are also important attributes.

How To Apply. Candidates interested in the Executive Director's position may upload a cover letter and resume at www.thechasongroup.com. The deadline for submittal is October 19, 2018. Candidates may contact Randy Cardoza at 404.661.9438 or Tim Chason at 404.735.0540 for more information.

