



Director of Tourism for the best little community in Virginia!

Floyd County Virginia

Are you interested in working in a great area with a lively arts and music community, surrounded by mountains, cattle, zip lines, wineries, and long-range country views? Would you like to spend your days with some of the most talented and locally devoted residents you could imagine, all while helping them improve their businesses and the visibility of this little piece of heaven? Then being our new Floyd/Floyd County Director of Tourism might be the position for you!

We are looking for a dynamic but thoughtful individual to lead the joint tourism efforts of the Town of Floyd and Floyd County. This person will market, drive, and carry out the multi-year tourism strategic plan. The director will be expected to promote the Town of Floyd, Floyd County, and our associated travel, tourism, and hospitality businesses. They will also need to develop positive working relationships with the Floyd business community and work well with the variety of folks that call Floyd home.

A successful candidate would be excellent at creating and building relationships and be skillful at grant writing, website development, and social media. They must be excellent at communication, both written and oral, be able to speak publicly, and successfully facilitate meetings. They should be able to use Canva, or another similar software, and be able to manage a budget. They must be able to do this with limited supervision and plentiful community input.

In terms of approach, the candidate must be a self-starter and an advocate for the community. They must be skilled at clear and kind communication, have a positive disposition, and be community-minded. Most of all, the Director of Tourism must appreciate and nurture what is wonderful and unique about Floyd.

The successful candidate must have at least a 4-year degree, preferably in a related field. A valid driver's license, the ability to travel, and willingness to work from home or the office, are required. Knowledge of travel and tourism, business development, and Virginia tourism, is strongly preferred. Familiarity with community development, economic development, and Floyd itself, would be a plus.

The director works with and reports to an operations team, led by the Town Manager and County Administrator. They also work with business, government, and civic leaders in the community.

Floyd/Floyd County offers a full complement of employee benefits including health insurance and paid time off.

Floyd/Floyd County is committed to hiring and retaining a diverse workforce. We are proud to be an Equal Opportunity Employer/Affirmative Action Employer, making decisions without regard to race, sex, gender identity, sexual orientation, national origins, creed, religion, disability, genetics, pregnancy, childbirth, or related medical conditions including lactation, age, color, marital status, military status, and any other characteristic protected by federal, state, or local law or regulation.