

**CITY OF STONE MOUNTAIN  
CLASS SPECIFICATION**

**POSITION TITLE:** Tourism Manager  
**REPORTS TO:** City Manager  
**DEPARTMENT:** Tourism  
**SALARY:** Starting at \$55,000 (Full-Time)

**NATURE OF WORK**

The Tourism Manager serves as the City's lead professional for tourism development and destination management. The position is responsible for planning, implementing, and evaluating tourism programs and projects that enhance the visitor experience, support economic development, and strengthen the City's brand. The role includes oversight of tourism marketing, special events, heritage initiatives, and the future visitor center and municipal museum.

**ESSENTIAL RESPONSIBILITIES AND DUTIES**

- Develop and implement a comprehensive tourism and destination development strategy aligned with the City's vision and economic development goals
- Lead and coordinate tourism related initiatives across departments and with external partners
- Plan, program, and manage the City's portfolio of tourism projects, including heritage interpretation and placemaking efforts
- Oversee the planning, opening, and day to day operations of a future visitor center
- Manage the development and operations of a municipal museum, including exhibits, collections coordination, and educational programming
- Plan and execute City sponsored special events, festivals, and cultural programming that attract visitors and engage residents
- Collaborate with regional tourism organizations, chambers of commerce, and state agencies to promote Stone Mountain
- Develop and manage marketing campaigns, visitor guides, digital platforms, and social media content
- Prepare and administer the special event budget and monitor expenditures
- Collect and analyze data on tourism trends, visitor engagement, and economic impact
- Prepare reports, presentations, and recommendations for the City Manager, Mayor, and City Council
- Ensure tourism initiatives reflect and interpret the City's full history, including Shermantown and other cultural assets
- Serve as staff liaison to tourism related boards, committees, or stakeholder groups as assigned

**QUALIFICATIONS**

- Bachelor's degree in tourism management, hospitality, public administration, marketing, history, or a related field
- Two to three years of progressively responsible experience in tourism, destination marketing, economic development, cultural programming, or a related area
- Experience managing projects, events, or public programs
- Valid driver's license
- Experience in a municipal or public sector environment
- Background in heritage tourism, museum operations, or cultural resource programming
- Experience with brand development or destination marketing organizations
- Knowledge of Georgia tourism resources and regional partnerships

### **SKILLS**

- Knowledge of tourism development principles, visitor services, and destination marketing
- Strong project management and organizational skills
- Ability to build partnerships and work collaboratively with diverse stakeholders
- Excellent written and verbal communication skills
- Ability to analyze data and translate insights into strategy
- Creative and strategic thinking with attention to detail
- Ability to manage multiple projects and priorities

### **REQUIREMENTS**

- Primarily office based with regular field work at events, facilities, and tourism sites
- Evening and weekend work required for events and community activities
- Occasional travel for meetings, conferences, and regional coordination
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**Note:** This job description is intended to provide a general overview of the responsibilities and requirements of the position. It is not an exhaustive list and additional duties may be assigned based on operational needs. Requirements included in this class specification are subject to modification to reasonably accommodate individuals with disabilities.

To apply: Interested candidates may email a resume to [sames@stonemountaincity.org](mailto:sames@stonemountaincity.org) or can deliver resume to City of Stone Mountain, c/o Personnel Director, 875 Main Street, Stone Mountain, GA 30083. This position is open until it is filled. **The City of Stone Mountain is an equal opportunity employer.**