



JOB DESCRIPTION

Destination Development Manager (Full-Time Position)

Responsible for researching, exploring and facilitating the development of new and existing tourism products. Identify collaborative partners and private funding to implement opportunities.

Reports to Marketing & PR Director

Event Research & Development

- Research and explore new and existing tourism products and opportunities (proactive & reactive) to enhance and expand their economic impact on the Salem area.
- Maintain productive working relationships with tourism partners and assets (e.g. local community, government, attractions, events, OSFE).
- Coordinate with partners and communities to better leverage Travel Salem's main pillars: Culinary, Recreation & Cultural Heritage (e.g. events, products, packages)
- Provide information and support to parties seeking to establish or expand tourism opportunities within the region; act as liaison with permitting, land use and other matters.
- Seek collaborative partners and private funding to implement opportunities.
- Mitigate barriers to existing and potential tourism-related opportunities and activities as directed.
- Facilitate access to marketing resources, information on financial resources and capacity building resources for development opportunities. (e.g. grants, sponsorships)
- Implement strategies that will create awareness regarding Travel Salem's ability to assist with product development.
 - Develop a collateral piece, online, social media etc.
- Communicate with Travel Salem staff regarding product development & expansion projects.
- Organize workshop on product development.
- Focus on product development that will be sustainable on a long-term basis.

Administration

- Develop, implement and evaluate annual development work plan.
- Create monthly, quarterly and annual project status reports.
- Create and maintain information regarding financial resources.

Miscellaneous Requirements

1. Other duties assigned by supervisor.
2. Responsible for clerical needs.
3. Requires some evenings, weekends and travel.
4. Vehicle required and valid unencumbered Oregon Drivers License.
5. Able to lift a minimum of 25 pounds.