**Georgia Department of Economic Development**  
**Position Announcement**

<table>
<thead>
<tr>
<th>Title:</th>
<th>VIC Program Operations Manager</th>
<th>Entry Salary:</th>
<th>$55k</th>
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<tbody>
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<td>Division:</td>
<td>Tourism</td>
<td>Location:</td>
<td>Atlanta, GA</td>
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The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, addressing macro level workforce issues, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development. The GDEcD tourism division, Explore Georgia, works to promote the state, and its communities and attractions, to help visitors discover all of Georgia’s unique vacation opportunities.

Explore Georgia’s nine Visitor Information Centers (VICs) are the front line of contact with more than 13 million visitors to Georgia each year and have a significant opportunity to educate and inspire travelers to spend more time visiting Georgia’s destinations and travel assets. The VIC Program Operations Manager is responsible for supervising, supporting and providing operational oversight and guidance to VIC managers at for day-to-day management of operations at each of the VICs (located in Augusta, Columbus, Kingsland, Lavonia, Ringgold, Port Wentworth, Tallapoosa, Valdosta, and West Point). Frequent communication with each VIC is expected, and travel to each VIC will be required. VICs are open 7 days per week, and the successful candidate must be flexible and available to provide direction and assistance as issues arise.

Responsibilities include:

- Assisting with hiring, training, and supervising team members, including timekeeping and leave management
- Overseeing the implementation of Explore Georgia consumer & partner marketing campaigns and promotions
- Developing and managing program budget
- Overseeing program projects and reporting
- Attending meetings and making presentations on behalf of Explore Georgia and the VIC program.
- Serving as a liaison with the Department of Transportation for building issues (HVAC, plumbing, landscaping, maintenance, cleaning, construction, etc.)
- Supporting the Regional Visitor Information Center (RVIC) program as needed to provide information to ensure consistent messaging at local visitor information centers and welcome centers in Georgia
- Implementing and managing contract negotiations with partners and vendors in partnership with Planning and Budget Manager
- Coordinating VIC efforts with GDEcD emergency coordinator during disasters and crisis response events (ex: hurricane evacuation)
### Minimum Qualifications:

- Bachelor’s degree in marketing, tourism, hospitality, business, or a closely related field AND two (2) years of experience managing professional level staff in the tourism or hospitality industry; OR Six years of experience in the tourism or hospitality industry, including at least two (2) years of experience managing professional level staff
- Extensive background and skills in customer service
- Detail-oriented with ability to follow through on numerous projects
- Sales and/or marketing experience
- Strong background and skills in customer service
- Detail-oriented with ability to follow through on numerous projects
- Sales and/or marketing experience
- Proficiency with Microsoft Word, Excel and PowerPoint
- Ability to travel and represent the state and GDEcD in a professional manner; comfort with public speaking
- Strong judgement and decision-making ability
- Leadership skills including the ability to lead a large and diverse team and to inspire others to perform at a high level
- Cultural sensitivity and awareness
- Self-discipline, initiative, and professionalism
- Team-oriented work style
- Valid Georgia Driver’s License

### Preferred Qualifications:

- Experience working on a visitor services team or at an information center
- Strong knowledge of Georgia's tourism assets

### Travel Required? Limited

### Nights, Weekends Required? As necessary

### Deadline: Open until filled; Apply ASAP.

**Application Instructions:** To apply for this position, you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at [https://www.georgia.org/about-us/career-job-search](https://www.georgia.org/about-us/career-job-search). If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

**Additional Information for Applicants:** All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer