



**Job Title:** Destination Project Manager  
**Reports to:** VP of Partnership & Destination Management  
**Department:** Partnership & Destination Management  
**FLSA Status:** Exempt

**Position Summary:**

The Destination Project Manager is responsible for developing, managing, and implementing projects with the goal of improving the quality of visitor-related infrastructure and experiences in Asheville and Buncombe County. This role requires relationship building and management, community listening, and collaborative approaches with team members and external stakeholders to support a sustainable tourism economy and vibrant community. Works as project manager and facilitator for a variety of destination enhancement initiatives including wayfinding, murals, cultural trails, niche markets coordination, destination workshops, and other priorities as assigned.

**Essential Duties & Responsibilities:**

Destination Management

- Conceptualize, develop, manage, and evolve destination projects and initiatives.
  - Coordinate existing and new projects. This may include generating project/intervention ideas and consulting with staff, community, local leaders, and industry stakeholders to flesh out approaches and evaluate community readiness.
  - Draft project briefs, work plans, contracts/scopes of work. Manage execution and related projects teams, where applicable, of related projects including delegation, tracking, and budgets.
  - Design and manage workshops to engage, consult with, and share information with stakeholders. Maintain outreach and engagement to evolve programs.
  - Source vendors and manage contracts and budgets related to program areas and projects. Prepare budgets; track, prepare, and analyze reports.
- Develop, manage and/or collaborate on internal and external teams that address tourism and resident quality-of-life issues.
  - Collaborate with stakeholders and leadership on identifying key areas of destination management that need to be addressed.

- Responsible for the management, maintenance, and expansion of a community-wide wayfinding signage program to influence dispersal throughout the destination.
  - Manage a multi-year wayfinding program system reassessment and update process.
  - Manage the development of intra-district wayfinding signage within special districts and/or neighborhoods (such as the River Arts District) including community engagement, design process with consulting firm, installation, and budget.
  - Serve as liaison when working with municipal partners on project-specific efforts.
- Plan and coordinate events such as industry work group meetings and workshops. Develop and/or support the creation of event work plans and contribute to content development. Manage execution, including securing facility/catering/technology and workshop supplies, production of materials, event registration, on-site logistics, and post-program communications, coordinating team support as needed.
- Coordinate the development and implementation of industry-wide information sharing efforts to increase destination management awareness.
- Uphold principles of sustainable tourism and destination management as outlined in Explore Asheville's strategic imperatives.

#### Team Leadership

- Accountable for the day-to-day workload and contribute to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate/solve issues, support change, and ensure the maintenance of productive processes.
- Contribute to partner recruitment, database management, and other areas of the Partnership and Destination Management department.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

**Qualifications:**

- Bachelor's degree with a minimum of 4 years of professional experience managing and/or coordinating projects and project tasks with knowledge of project management tactics/best practices, organizational tools, and programs. Preferred degree in hospitality/tourism, community economic development, social science, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Experience in community-based project coordination and management.
- Experience working with and coordinating diverse community-based stakeholders and associated groups such as steering committees and action teams.
- Experience planning/executing professional meetings, events (including multi-day) and trainings.
- Experience facilitating community meetings, including experience developing and/or delivering engaging and informative presentations and facilitated activities.
- Understanding of principles of destination promotion and management as keys to community vibrancy, competitiveness, and sustainability.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

**Physical Environment & Working Conditions:**

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, and working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

**Travel:**

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

**EEO Statement:**

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

**About Explore Asheville:**

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

**What we offer:**

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, employee wellness benefits, and more.

**Salary Range: \$60,000-\$65,000**