

City of Ringgold

Director of Communications & Tourism

Job Description

Department: Communications & Tourism

Reports To: City Manager (formal line to Tourism Board for tourism matters)

FLSA Status: Full-time

Direct Reports: Manages contractors/agencies

Work Hours: Standard business hours with after-hours/on-call support for emergencies and events

Position Purpose

The Director of Communications & Tourism provides strategic leadership for the City's public communications and tourism (CVB/DMO) marketing. The role serves as the City's primary PIO for proactive media and routine issues, ensures a consistent, accessible brand voice across channels, and leads destination marketing to grow visitation and economic impact. The Director partners closely with the Tourism Board (for tourism strategy, approvals, and oversight) and with the City Manager (for citywide communications leadership and HR/reporting).

Governance & Reporting

- Reporting Structure: City Manager for employment/performance; formal line to Tourism Board for tourism matters with monthly meetings and reports (new business, old business, campaigns, event ROIs, budget updates, and KPIs underway/completed).
- Approvals: Board approval required for campaign themes, media plans, master plans, and contracts.
- Decision Rights: Execute approved communications plans, press releases, routine media responses, and organic social content; purchase routine media/creative within City purchasing policy. Consult City Manager on RFP/RFQ and complex procurements; secure Board approvals for tourism contracts.

Major Duties & Responsibilities

A. Citywide Communications (PIO; Internal & External)

- Lead proactive media relations, press releases, media briefings, and routine issue response as primary PIO.
- Plan and deliver internal communications in partnership with the City Manager and department heads.
- Own editorial calendars, content governance, and accessibility for City websites and the tourism site.
- Own strategy, content, moderation, and analytics for all official social channels; provide guidance/templates for departments.
- Lead creative direction and content development (copy, photo, video); develop and implement City and Tourism brand standards; ensure compliant use across departments and partner assets.
- Coordinate event communications and promotion plans for City-led and partner events; support production needs as feasible.

B. Tourism (CVB/DMO) — Destination Marketing & Visitor Services

- Plan and deliver multi-channel destination campaigns promoting Ringgold’s attractions, downtown, events, and experiences—aligned to Board-approved media/campaign themes.
- Oversee visitor information (brochures, map/listings, racks/kiosks), partner relations, and cooperative marketing opportunities.
- Administer the tourism marketing budget and eligible lodging-tax expenditures; prepare annual marketing/work plans and periodic budget updates for Board review.
- Provide monthly Board reports, quarterly dashboards, and an annual work plan with KPIs and outcomes.

C. Contractors, Procurement & Budget

- Lead and manage agencies/contractors (creative, media, web, PR), scopes, deliverables, and quality.
- Follow City purchasing policy; consult the City Manager on RFP/RFQ and complex procurements; obtain Board approvals where required.
- Track invoices and align spending to approved budgets; provide variance narratives and corrective actions as needed.

D. Measurement & Transparency

- Establish measurement for communications KPIs (social media metrics; community survey) and tourism KPIs (campaign reach), with insights and recommendations.
- Deliver quarterly dashboards and an annual work plan; maintain brief monthly internal updates on citywide communications.

E. Collaboration & Culture

- Maintain productive relationships with the City Manager, department heads, Main Street Manager, the Tourism Board, local partners, and regional/state tourism entities.
- Model responsiveness and Service Level Response (acknowledge inquiries within 1–2 business days; provide next steps within 3–5 business days).

Minimum Qualifications (aligned to prior PIA baseline)

- Bachelor’s degree in Communications, Journalism, Public Relations, Public Information, Public Affairs, Business Administration, Public Administration, Marketing, Graphic Design, or a related field (preferred).
- Two (2)+ years of professional experience in journalism, marketing, communications, media relations, public relations, government relations, community relations, or closely related work; or equivalent combination of education and experience providing the necessary KSAs.
- Valid driver’s license; ability to pass background check and drug screening; proficiency in Microsoft Office; experience with Adobe and Canva; photo/video capability; working knowledge of primary social platforms; flexibility for occasional nights/weekends.

Preferred Qualifications

- 5–7+ years in progressively responsible communications/marketing roles, including public-sector PIO or DMO/tourism experience.
- Proven spokesperson and storytelling ability (on-camera, broadcast, and community settings).
- Demonstrated success managing creative/media agencies and multi-channel campaigns.
- Experience developing brand standards and accessible content practices.
- Familiarity with survey design/interpretation and translating insights into actionable plans.

Working Conditions / Physical Requirements

Office and field settings; frequent event/site work; occasional lifting/carrying of materials; extended periods standing during events; evenings/weekends as required.

Equal Opportunity & ADA

The City of Ringgold is an Equal Opportunity Employer. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the position.