

Sampson County Convention & Visitors Bureau Director, Sampson County Tourism



Sampson County, North Carolina, is a vibrant destination where history, culture, and community converge. From the colorful Barn Quilt Trail to the historic charm of Clinton's tree-lined streets and the immersive exhibits at the Sampson County History Museum, the county offers unique experiences for every traveler. Annual events such as Bloom Fest, the Square Fair, and the Alive After Five Concert Series celebrate the county's lively spirit and community engagement. The Director of the Sampson County CVB will have the opportunity to shape and amplify the county's story, attracting visitors, supporting local businesses, and fostering sustainable tourism growth.

Summary of Position:

The Director of the Sampson County Convention & Visitors Bureau's (SCCVB) primary mission is to market and promote Sampson County, its assets, and its industry partners to attract business and leisure travelers.

General Definition of Work:

The Director leads the strategic direction and daily operations of Sampson County's tourism initiatives. This role is responsible for developing, implementing, and managing programs that promote Sampson County as a premier destination for leisure, business, sports, and government travel — driving positive economic impact throughout the county.

The Director oversees marketing and branding strategies, financial management, and departmental planning; supervises interns and volunteers; and serves as the primary liaison to the Sampson County Convention & Visitors Bureau (CVB) Board of Directors.

Key responsibilities include developing and executing marketing campaigns, managing the CVB website, administering occupancy tax collections, serving as Secretary to the CVB Board, participating in regional and state tourism organizations, and representing Sampson County at tourism-related meetings and events.

Work is performed under the supervision of the Sampson County CVB Board of Directors.

Qualification Requirements:

To perform this job successfully, the ideal candidate must be able to perform each essential function satisfactorily. The requirements listed below represent the knowledge, skills, and/or abilities required.

Essential Functions:

- Lead, develop, and implement creative programs to promote the economic growth of the travel and tourism industry within Sampson County.
- Plan and execute integrated marketing campaigns that produce engaging digital, print, and media content to promote CVB programs and initiatives, highlight industry partners and community assets, and elevate Sampson County's brand.
- Develop and maintain CVB website and social media platforms (Facebook, Instagram, Twitter, TikTok, and YouTube); Maintain industry partner database; and respond to visitor and media inquiries.
- Engage with industry partners, civic, and governmental organizations to develop programs and events designed to recruit daytrip and overnight visitors to the county.
- Create and implement long-term tourism development strategies that keep Sampson County's destination offerings fresh, competitive, and sustainable.

- Develop and maintain effective organizational policies that ensure all SCCVB activities are inclusive and implemented within these established policies, guidelines, laws, and ethical standards.
- Develop and present engaging presentations to industry, civic, and government audiences to showcase tourism opportunities that drive community engagement.
- Conduct research of the tourism industry for best practices and industry trends.
- Work with the CVB Board to shape and refine the strategic plan, programs, and policies, ensuring effective promotion of tourism across the county.
- Serve on various committees and boards to develop and promote activities and events across the County that foster tourism.
- Manage the financial stability of the organization including budget development, adherence to accounting policies; monitor revenues and expenses; prepare bill tabs, budget amendments, journal entries, receipts, and invoices; prepare monthly financial reports including profit/loss reports balance sheets.
- Collect Occupancy Tax; prepare receipts, bank deposits, late-fee invoices and associated year-end reports.
- Prepare and present an Annual Report CVB Board and the Sampson County Board of Commissioners.
- Serve as Clerk to the Board; prepare agendas, minutes, meeting schedules and financial reports.
- Oversee and supervise the daily operations of the SCCVB; supervise and oversee the work of interns, volunteers, or additional staff as required.
- Serve as the public face of SCCVB, attending industry, civic, and tourism events, presenting programs, and fostering partnerships that strengthen community engagement.

Knowledge, Skills, and Abilities:

- Thorough knowledge of tourism marketing principles, advertising methods, and destination promotion.
- Strong understanding of Sampson County's attractions, history, and tourism assets.
- Proficiency in social media and website management, including content management systems (e.g., WordPress) and social media management tools (Meta Business Suite, or similar).
- Skilled in digital marketing analytics, including Google Analytics or similar platforms, to measure and optimize marketing campaigns.
- Ability to create professional marketing materials using Adobe Creative Suite (InDesign, Photoshop, Illustrator) or Canva.
- Experience with email marketing platforms (e.g., Mailchimp, Constant Contact) and CRM/tourism partner management software for stakeholder engagement.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) for budgeting, reporting, presentations, and communication.
- Familiarity with QuickBooks accounting software for financial management.
- Ability to use collaboration and project management tools (Teams, SharePoint, Google Workspace, Trello, Asana) to coordinate campaigns, and events.
- Excellent verbal and written communication skills.
- Strong organizational, interpersonal, and leadership abilities.
- Ability to develop and manage budgets, monitor expenditures, and prepare financial reports.
- Ability to build and maintain effective working relationships with the CVB Board, County and City officials, industry partners, media, and the public.

Education and Experience:

Bachelor's degree in Tourism Management, Destination Marketing, Hospitality, Marketing, Public Relations, Communications, Business Administration, or a related field. Minimum Five (5) years of professional experience in tourism, hospitality, marketing, or a related field. Equivalent combinations of education and experience may be considered.

Physical Requirements:

Work requires occasional exertion of up to 10 pounds; frequent speaking, hearing, and use of hands; and occasional standing, walking, and reaching. Work involves operating standard office equipment, motor vehicles, and attending both indoor and outdoor events. The work environment is typically a moderately noisy office setting.

Other Requirements: Valid driver's license in the State of North Carolina. Some evening and weekend work is required. The position plays a vital role in representing and promoting the county. While occasional evening or weekend hours will be required for community events, board meetings, or tourism activities, most of the work will be performed in-office, and within the community. The normal business hours are Monday-Friday, 8:00 am to 5 pm.

Salary and Benefits: The starting salary for this position is \$54,180. While traditional benefits are not currently offered, approved travel and training expenses are reimbursed, and annual performance-based salary increases are available. Priority consideration will be given to in-county applicants. The position also includes paid vacation, sick leave, and compensatory time for approved evening and weekend hours, recognizing the extra effort often required for events and community representation.

The Sampson County CVB is an Equal Opportunity Employer.

To apply, please visit www.visitsampsonnc.com/careers, where a fillable Job Application can be downloaded.

NOTE: If you have already submitted an application, please do not reapply. Priority consideration will be given to in-county applicants.

Please provide completed applications along with a resume as listed below.

Preferred Method:

Via email at: info@visitsampsonnc.com

Alternate Method:

Sampson County Convention & Visitors Bureau
ATTENTION: Hiring Committee
414 Warsaw Road
Clinton, NC 28328

Blank applications are at the tourism office, if needed.

Deadline for Applications: Tuesday, February 3, 2026