



PARKS, TOURISM AND EVENTS DIRECTOR POSITION

Salary Range: \$55,000 - \$82,000

The City of Walhalla, SC is seeking a Parks Tourism and Events Director to deliver exceptional services and represent the City with integrity and a spirit of cooperation in all relationships with staff and the community. The PTE director will lead the City's tourism efforts and oversee the HTAX and ATAX programs.

Please apply by September 11, 2026.



ABOUT US

Walhalla, (4,151 pop.) is a city in Oconee County, South Carolina. Settled by a group of German immigrants in 1850, it lies within the area of the Blue Ridge Escarpment, an area of transition between mountains and piedmont, and contains numerous waterfalls.

Today, Walhalla is a charming southern town with historical homes, churches, and the beautifully restored depot and Walhalla Civic Auditorium. With local shops, cafes, eateries and tree-lined streets, Walhalla is a delightful city to explore on foot.

Each October, Walhalla honors our German heritage with the annual Oktoberfest, presented by a local non-profit. With events for children, families, and adults, Oktoberfest is a special time of fun for the whole community and the visitors who come from near and far.

Walhalla is located just minutes away from the wide variety of activities Oconee County and the surrounding areas have to offer, including an abundance of hiking and mountain biking trails, numerous waterfalls, Stumphouse Mountain Park, the Chattooga River, the Blue Ridge Mountains, Clemson University and more.



CITY OF WALHALLA

POSITION DESCRIPTION

Parks, Tourism & Events Director

GENERAL PURPOSE

Provides leadership, direction, and oversight for the City's parks, tourism, special events, marketing, cultural initiatives, and park facilities. Develops and implements strategies to enhance the quality, accessibility, and sustainability of the City's parks and tourism assets while promoting economic development and community engagement. Works collaboratively with the Athletic Director to coordinate the use of parks and shared facilities when athletic programming intersects with other park operations or public events.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Supervisory

- Supervises department staff directly and through subordinates.
- Develops SOPs and ensures compliance.
- Coordinates with other departments.
- Oversees personnel development and performance.
- Maintains productive working relationships.

Administrative

- Prepares and administers departmental budget.
- Oversees departmental operations and resource allocation.
- Ensures fiscal responsibility.

Professional

- Oversees operation, maintenance planning, and improvement of City parks, trails, green spaces, playgrounds, and passive recreation facilities.
- Develops long-range plans and capital improvement plans for parks and tourism assets.
- Advises the City Administrator and City Council regarding parks, tourism, marketing, and capital projects.
- Creates and executes marketing and promotional programs, including Stumphouse Mountain Park.
- Oversees park improvement projects and facility maintenance.
- Serves as liaison with Visit Oconee and other tourism organizations.
- Oversees HTAX and ATAX programs.
- Coordinates City special events and tourism initiatives.
- Pursues grants and partnerships supporting parks and tourism.
- Collaborates with the Athletic Director regarding scheduling, maintenance priorities, and shared use of parks and facilities when athletic programming overlaps with other park activities or events.

DESIRED MINIMUM QUALIFICATIONS

Bachelor's degree in Parks, Recreation & Tourism Management, Marketing, Public Administration, Economic Development or related field; 2-5 years of progressively responsible experience including supervisory experience preferred. Equivalent combinations of education and experience may be considered.

SPECIAL REQUIREMENTS

Valid driver's license and satisfactory background investigation.

WORK ENVIRONMENT

Office and outdoor work. Evening and weekend work required for special events and operational needs.

EMPLOYMENT GUIDELINES

This description summarizes the primary duties and responsibilities and may be revised as organizational needs change.