

Director of Strategy & Advancement

Executive leadership role | Georgetown, Delaware

REPORTS TO	DIRECT REPORTS	WORK ARRANGEMENT
Executive Director	Marketing Manager; Communications Manager (future)	Full-time; regular Sussex County presence

About Southern Delaware Tourism

Southern Delaware Tourism (SDT) promotes sustainable, year-round tourism throughout Sussex County and works with chambers of commerce, tourism businesses, community partners and government stakeholders to strengthen the destination and its economic impact. SDT is entering a significant period of organizational growth and strategic implementation, with an increased focus on countywide coordination, stronger market intelligence, measurable performance and year-round visitor demand.

Position Summary

The Director of Strategy & Advancement (DSA) is SDT's senior operational leader and a key partner to the Executive Director. The DSA turns organizational strategy into disciplined execution by leading internal operations, team performance, marketing coordination, advancement/outreach and day-to-day service to chambers and tourism partners.

This role is designed for a strategic operator who can move comfortably between big-picture priorities and practical execution. The successful candidate will build structure, accountability and cross-functional alignment while helping SDT expand its impact across coastal and inland Sussex County.

Key Responsibilities

Strategy Execution & Internal Operations

- Translate SDT's strategic plan and Executive Director priorities into annual and quarterly work plans with clear owners, milestones, timelines and resource needs
- Lead day-to-day organizational execution, resolve cross-functional obstacles and establish consistent operating rhythms across the team
- Maintain operational visibility across projects, contracts, renewals, partner commitments and key delivery deadlines
- Identify process improvements that strengthen accountability, reduce duplication and improve service delivery

Team Leadership & Organizational Performance

- Directly supervise, coach and evaluate the Marketing Manager and, when added, the Communications Manager
- Support Marketing in leading Digital while establishing clear staff goals, development plans, workload expectations and a collaborative, high-accountability performance culture

Marketing Coordination

- Set marketing and outreach priorities in alignment with the Executive Director, SDT destination goals, audience trends, research and state tourism opportunities
- Provide strategic direction to the Marketing Manager while preserving clear ownership of campaign development, media mix, vendor relationships, brand standards and day-to-day marketing execution
- Maintain coordinated event and campaign calendar and ensure marketing, digital content and partner requests are prioritized against organizational capacity
- Use performance data and partner feedback to refine campaigns, resource allocation and countywide marketing support

Advancement, Outreach & Chamber Partnerships

- Serve as SDT's primary operational liaison to local chambers and tourism partners, coordinating shared priorities, campaign support, partner requests and reporting
- Connect state-level opportunities, visitor research and market trends with local campaigns, seasonal needs and geographic growth opportunities
- Improve collaboration through shared calendars, brand resources, content systems and coordinated production where appropriate
- Identify opportunities to strengthen partner value, reduce unnecessary duplication and improve the reach of tourism initiatives across Sussex County

Communications Oversight

- Ensure reliable communications coverage and clear coordination of media inquiries, public relations needs, familiarization (FAM) activity and partner communications
- Work with the Executive Director, Marketing, Digital, chambers and outside communications support to maintain consistent messaging and service continuity
- Assess the necessity of a future Communications Manager and, if added, provide strategic oversight while that role leads media relations and community advocacy
- Track communications demand and service gaps so staffing and resource recommendations are based on demonstrated need

Performance & Financial Coordination

- Prepare costed work plans, resource requests and operating updates for the Executive Director
- Maintain a consolidated view of operational, marketing, partner and communications performance, using clear metrics and documented baselines
- Coordinate program evidence and reporting for chamber initiatives and other funded programs
- Surface material operating risks, resource constraints and performance issues early and recommend practical solutions

What Success Looks Like

- A disciplined annual operating plan with clear owners, timelines and measurable priorities
- A high-performing team with current goals, consistent supervision and clearly defined roles
- A coordinated marketing and partner-service model that reduces duplication and improves countywide execution
- Stronger alignment among SDT, local chambers, tourism partners and state-level resources
- Timely, decision-useful performance reporting that connects activity, resources and results
- A visible culture of accountability, responsiveness and continuous improvement

Qualifications

- Bachelor's degree in business, communications, marketing, hospitality, tourism, public/nonprofit administration or a related field, or an equivalent combination of education and relevant experience
- Eight or more years of progressively responsible operations, organizational leadership or related executive-level experience, including at least three years of direct people leadership
- Demonstrated success implementing strategic plans, building accountability systems, improving workflows and leading cross-functional execution
- Strong understanding of integrated marketing, audience research, campaign measurement, digital content and vendor coordination
- Working knowledge of communications, public relations and media-relations functions sufficient to direct priorities, evaluate service quality and supervise communications talent
- Experience working with executive leadership, Boards, community stakeholders and external partners in a collaborative environment
- Ability to interpret financial information, build costed work plans and make resource recommendations while operating within established financial controls
- Excellent judgment, communication, organizational and relationship-management skills, with the ability to manage multiple priorities in a visible public-facing organization

Preferred Experience

Experience in destination marketing, tourism, hospitality, chambers of commerce, economic development, nonprofits, public-private organizations, funded programs, organizational change or comparable stakeholder-intensive environments is strongly preferred. Candidates should understand the dynamics of serving both coastal and inland communities and be comfortable working across government, business and community interests.

Compensation & Benefits

TBD based on Finance Committee recommendation and board approval

Working Environment

This is a full-time executive leadership position based in Georgetown, Delaware, with regular in-person presence across Sussex County. Periodic regional travel and occasional evening or weekend commitments are expected for partner meetings, events and destination initiatives.

Leadership Opportunity

This position offers the opportunity to help shape the next phase of Southern Delaware Tourism at a time of expanded resources, greater countywide expectations and a new strategic direction. The DSA will work closely with the Executive Director to build the operating structure, team alignment and partner coordination needed to translate that opportunity into measurable results.