

JOB DESCRIPTION

JOB TITLE	Tourism Director
REPORTS TO	Board of Directors

POSITION SUMMARY

The Tourism Director provides executive oversight for the strategic, operational, and financial performance of tourism for both the Chamber & Keith County. This role is fundamental in the development and facilitation of partnerships with key entities within Keith County spanning from the City of Ogallala to Keith County Commissions and Visitor's Committee, to KCAD and the Keith County Foundation Fund, to all of the area non-profits.

The Tourism Director coordinates and oversees the execution of many events within Keith County. As Tourism Director, you will represent the Chamber and Keith County tourism in all interactions requiring executive presence in order to foster good relationships and further develop opportunities that positively impact tourism. The Tourism Director reports to the Chamber Board of Directors. It is the responsibility of the Tourism Director to promote and develop tourism within the guidelines and requirements laid out by the Keith County Commissioners and Visitor's Committee; holding all accountable to following the guidance and laws found within.

Hours: 40/week, generally Monday-Friday, 8am to 5pm, and events outside of normal work hours as scheduled. This position is considered full-time and paid on salary. Due to the nature of the position, there is built in flexibility for periodically working remotely when needed, and also balancing your hours worked to average 40/week.

PRIMARY ACCOUNTABILITIES AND RESPONSIBILITIES

1. Identify and develop strategies to improve Keith County Tourism. Review and update these strategies on a quarterly basis to determine relevance and effectiveness
2. Execute the Marketing Plan for tourism as directed by the Chamber Board
3. Foster partnerships with the other key organizations- KCAD, the City of Ogallala, Village of Brule, Village of Paxton, Keith County, The Visitor's Committee and State Agencies with the objective to implement cohesive and comprehensive plans to promote growth and prosperity in Keith County
4. Provide oversight of administrative responsibilities for the Visitor's Committee to ensure they are compliant and have efficient processes and procedures to help guide their responsibilities to Keith County
5. Work cohesively with contracted partners to facilitate effective marketing and promotion of Keith County

6. Attend monthly meetings for the Keith County Commissioners and Visitor's Committee, as well as the meetings of any other key stakeholders, to ensure transparency and consistent communication of activities and information
7. Work in partnership with the Board of Directors to develop and execute an annual marketing plan that facilitates the following goals:
 - a. Cultivates interest in Keith County within the identified target markets
 - b. Creates community and tourist engagement through events, community involvement, and promotional activities
 - c. Increases lodging tax revenue to Keith County

ADMINISTRATIVE & FINANCIAL RESPONSIBILITIES

The duties and responsibilities outlined below are specific to the division of tourism for KCCC. It is not an expectation that the Tourism Director handle the responsibilities outlined in this section for the Chamber as a whole, specifically for the membership division which is the responsibility of the Executive Director. Each Director shall have accountability relative to their area of focus and should not take on additional duties for the other Director without express approval or direction from the KCCC Board of Directors.

1. Prepare a fiscal budget for tourism related expenditures for the Chamber Board of Directors
2. Prepare accurate and timely financial records for the tourism division of the Chamber, including but not limited to monthly and annual financial statements, accounts receivable, accounts payable, payroll, and tax filings
3. Maintain expenditures within the framework of the tourism budget, as well as all shared operational categories of the KCCC budget
4. Hiring, training, supervising and mentoring Chamber team members with tourism responsibilities. This includes managing the dismissal of team members, when needed, upholding the standards outlined in the employee handbook, and general employee accountability
5. Oversee the contractual obligations of the Chamber with other entities pertaining to the area of tourism
6. Participate on continuing education opportunities to gain knowledge of how the Chamber of Commerce can continually grow and evolve, specifically as it pertains to Keith County tourism
7. Prepare the monthly board agenda and minutes in partnership with the membership division of the Chamber to ensure all KCCC board meetings provide the members with comprehensive updates from both tourism & membership
8. Participate as an executive in Chamber committees that support tourism activities directly
9. Other duties as assigned or deemed necessary

The statements contained in this job description describe the general nature and level of work being performed by the person accepting this role. This job description does not state or imply the only duties and responsibilities to this job. Employees holding this job will be required to perform any other job-related duties requested by management. All job requirements are subject to possible modification to reasonably accommodate individuals with a disability.

ROLE QUALIFICATIONS

EDUCATION & EXPERIENCE

1. Bachelor's degree in hospitality & tourism, marketing, business administration, or a related field
2. Minimum of 5 - 10 years of experience in a tourism related environment (example sales/marketing/business development)

SKILLS & ABILITIES

1. Visionary, ability to think strategically
2. Strong communication and public relation skills
3. Highly organized with the ability to manage multiple projects and deadlines at the same time
4. Operational soundness; the position requires the working within strict processes and procedures where the ability to work within those frameworks is of utmost importance
5. Demonstrates "executive presence" in all interactions in community
6. High sense of quality control to ensure attention to detail in all areas of work
7. Ability supervise personnel in a manner conducive to efficient performance, production and high moral
8. Ability to establish and maintain strong working relationship with others
9. Ability to present ideas effectively, both verbally and in writing
10. Position may also require heavy lifting up to 50lbs
11. Must also have a valid driver's license