

**Jessamine County Tourism Commission
Executive Director
Job Description**

Please email resume to:

admin@visittheheartofky.com

or mail resume to:

Jessamine County Tourism Commission

P.O. Box 201

Nicholasville, KY 40340-0201

The Executive Director shall:

- Be responsible for development, execution, implementation, supervision and documentation of Tourism Development planning and activities for the Cities of Nicholasville, Wilmore, and Jessamine County. Work in conjunction with other cities and the Joint Tourism Board to create new tourist programs and publicize the existing tourist attractions.
- Consult with tourism officials at the state level in elevating Tourism awareness for Nicholasville/Wilmore/Jessamine County.
- Enthusiastically and consistently promote tourism and downtown development through various public relations and marketing initiatives and community and regional events.
- Work to identify and secure grant funding related to development and tourism projects.
- Create, coordinate, and manage promotional events that increase tourism, enhance downtown development, and promote community involvement.
- Aggressively promote and develop business retention and attraction strategies.
- Develop and manage an advertising and marketing plan for tourism and downtown development for a time period as determined by the board.
- Oversee the production and development of all visitor brochures and literature. Prepare and distribute a yearly “Calendar of Events” to the media and interested visitors.
- Develop and author articles on tourism in Nicholasville/Wilmore/Jessamine County as requested by media and publishers as approved by the Board.
- Perform public speaking and represent the Board upon request.
- Serve as the spokesperson for the Tourism office. In the absence of the Director, the Chairperson will assume this responsibility.

- Promote citizen involvement and ownership of development and tourism activities through marketing, educational activities, and volunteerism.
- Coordinate the development and administration of the tourism websites.
- Administer tourism budget to provide for greatest possible return on investment.
- Oversee all bookkeeping and financial records of the Tourism Board, including payroll.
- Compile required reports to be submitted to the Board, City Councils, and Fiscal Court.
- Supervise the day-to-day activities in the Tourism/Development office.
- Maintain normal business hours (Monday-Friday, 9:00 a.m.-5:00 p.m.), and an office schedule, which would, within reason, make him/her accessible to the Board, general public, and other business contacts. It is understood, however, that the Directors' duties and responsibilities will often require him/her to perform duties on weekends, holidays, and evenings. In the event the Director is to be away from the office for any period of time, it is expected that he/she will inform other employees of where he/she may be reached in the event of an emergency or when he/she should be expected to return.
- Supervise and train all personnel and interns. Perform evaluation for first six months during probationary period, then annually. Discuss, evaluate and approve personnel with the Board. Discuss any personnel problems with the Board.
- Be responsible for keeping Tourism office open and properly functioning during all business hours (Monday-Friday, 9:00 a.m.-5:00 p.m.).
- Ensure that the general janitorial and maintenance functions of the building and grounds are performed.
- Actively participate and network with regional and area tourism commissions and boards in coordinating efforts and events.

Required Knowledge, Skills and Abilities:

- The position requires creativity, innovation, self-motivation and organization.
- The ability to envision a comprehensive tourism/development strategy and the skills necessary to implement the strategies.
- Skill in the use of computer systems and all Microsoft applications (especially Word, Excel and Publisher) and Adobe Acrobat.
- Knowledge of budgeting and financial management.
- Practical experience in organizing and managing events, including marketing, recruitment, retention, planning, design, budgeting, etc.
- Strong verbal and written communication skills. Ability to make effective

presentations at public speaking events, media interviews, and represent the Board in public relations matters.

- Strong technical writing skills are required for grant writing and tracking, preparation of Board meeting packets, meeting minutes and the like. Creative writing skills for content on promotional materials, newsletters, press releases and other online presence sources.
- Superior verbal and written communications skills. Produce written documents with clearly organized thoughts using proper sentence construction, grammar, and punctuation.
- Ability to communicate well with individuals and groups in face to face or telephone settings.
- Knowledge of effective marketing, public relations and social media strategies.
- Ability to establish and maintain cooperative working relationships with City/County officials, employees, business owners, residents, boards, commissions, the general public, and other related entities that directly impact tourism in Jessamine County.
- Maintain moral integrity.

(Desired) Minimum Qualifications:

Bachelor's degree in political science, marketing, public relations, or a closely related field, and minimum of one year experience in downtown development, community development, and/or economic development required along with 1 to 2 years experience in marketing or public relations work; or any combination of training and experience which provides the required skills, knowledge and abilities.

Preference will be given to a Certified Tourist Professional, CTP, and those with an affiliation with the Kentucky Tourism Industry Association, KTIA.

Work Environment:

Work is typically performed in an office requiring intermittent sitting, standing, or stooping: lifting light objects (less than 25 pounds) is a requirement of the job.

Selection Guidelines:

Formal applications; rating of education and experience; oral interview and reference check; job related testing may be required; drug screening, final selection and pre-employment medical examination.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The Jessamine County Tourism Board is an "at will" employer. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Revised November 16, 2017