**Tourism & Event Manager Job Description**

**Accountability:** Accountable directly to the Madison County Chamber of Commerce Executive Director.

**Responsibilities:**

* Provide oversight, guidance and staff support for all Chamber community events. This includes Covered Bridge Festival as well as other events.
* Serve as contact person for all motor-coach and personal tours by responding to tourism inquiries via phone, web-site contacts, and email messages in a timely manner. Work with area tourism operators such as John Wayne Birthplace, Iowa Quilt Museum and Madison County Historical Society to foster co-operation and cross promotion including itinerary and package development.
* Network with surrounding communities and other regions as well as tourism partners such as Trip Advisor, Travel Iowa, and Virtual Tourist.com to generate day-trip or weekend-trip opportunities.
* Develop and manage a database of tourism prospects. Follows up with all clients and partners and records challenges, successes, and recommendations.
* Create and distribute printed updates, bulletins, letters, notices, posters, and promotional material.
* Create and distribute media kits and press releases.
* Assist with website development and content management.
* Assist the Executive Director with the Madison County Chamber Facebook and Twitter accounts.
* Recruit, train and schedule tour guides.
* Maintain accurate and detailed records including invoicing and payment receipts for Madison County Tourism.
* Maintain relationship with Group Travel Associations such as Central Iowa Tourism Region (CITR) and Iowa Group Travel Association (IGTA)
* Represent Madison County at approved conferences and promotional opportunities such as Central Iowa Tourism Region (CITR) and Travel Iowa Marketplace.
* Create, maintain, & implement an annual content calendar for online marketing and promotion.
* Provide support for other Chamber programming as assigned by the Executive Director.
* All other duties as assigned by the Executive Director.

**Knowledge, Skills and Abilities:**

* Thorough knowledge of methods, approaches, and procedures involved in tourism and destination marketing and promotion
* Thorough knowledge of advertising and tourism marketing techniques, practices, and methods
* Thorough knowledge of communications techniques and media outreach
* Ability to create promotional materials using computer software
* Ability to express ideas clearly and effectively both orally and in writing
* Ability to establish and maintain effective working relationships
* Experience working with web content management
* Works well independently as well as a strong team player
* Shows initiative and demonstrates leadership
* Ability to work on multiple tasks and meet deadlines

**Relationships:**

* Tour Planners
* Visitors
* Chamber Executive Director
* Chamber Board of Directors
* Chamber Visitors Center Staff and Finance Coordinator
* Chamber Members

**Evaluation:**

Performance reviews will be conducted in accordance to the policies in the Manual of Operations.

**Average Hours:** 20 hour/week

**Remuneration:**

* Hourly, Part-time, non-exempt

12/24/2020