



## Tourism Director & Marketing Manager

**Purpose:** The Tourism Director & Marketing Manager's role is to create and manage a comprehensive program of tourism development and promotion for Madison County. The primary responsibility of the Tourism Marketing Manager is to grow tourism-related revenues in Madison County through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, and evolving tourism practices.

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

### **Responsibilities:**

- 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 the John Wayne Birthplace & Museum, the Iowa Quilt Museum, and the Madison County Historical Complex to foster co-operation and cross promotion including itinerary and package development. Develop, distribute and promote new tours and itineraries for individuals and groups.
- Network with surrounding communities and other regions, as well as tourism partners (IGTA, CITR, Travel Iowa), to generate travel and media opportunities.
- Develop and manage a database of tourism prospects. Follow up with all clients and partners. Participate in trade shows and marketplaces, conducting one-on-one sales meetings with group tour operators.
- Create and distribute e-newsletters promoting tourism and events. Keep tour operators up-to-date with our latest offerings for group travel.
- Create and distribute media kits and press releases.
- Assist with the Chamber's website development and content management, creating fresh, relevant content as needed.
- Create and manage content for the Chamber's Facebook, Instagram, and other social media accounts. This includes increasing followers, tracking statistics, and implementing marketing strategies for social media accounts.

- Recruit, train and schedule tour guides.
- Oversee the Chamber's tourism budget, making decisions on spending priorities, and keeping accurate and detailed records including invoicing and payment receipts.
- Represent Madison County at approved conferences and promotional opportunities such as the Iowa Tourism Conference, Travel Iowa Marketplace, Central Iowa Tourism Region (CITR) meetings and workshops, and the Nebraska Agritourism Conference.
- Provide support for Chamber programming as assigned by the Executive Director.
- All other duties as assigned.

**Additional responsibilities & accomplishments:**

- Developed Madison County's overall marketing message, as well as marketing, advertising, media and public relations strategies and tactics; identified target demographic, monitored competition, and adjusted strategies accordingly.
- Created a catalog of, and maintain a current working knowledge of, all Madison County assets.
- Developed and maintained partnerships with county and city agencies, economic development, parks and recreation, the local business community and civic organizations, as well as surrounding communities and tourism agencies (such as Earlham and Warren County).
- Designed and created tourism marketing materials including written content and photography, such as our visitor's brochure, Covered Bridge Festival flyer, Annual Events postcard, Holiday Events postcard, and Madison County Visitor's Guide (through Dallas County News).
- Recruited and worked with travel writers, bloggers, etc. Participate in the Midwest Travel Network.
- Created and/or participated in familiarization (FAM) tours of Madison County and/or Iowa.
- Promoted and supported local attractions and community events.
- Co-wrote the application for re-designation as an Iowa Great Place, creating a Vision Plan for Winterset.
- Wrote several successful nominations for the Iowa Tourism Awards, securing the following wins: Outstanding Attraction for the John Wayne Birthplace & Museum, Outstanding Lodging for White Lions Bed & Breakfast, Outstanding Retail Experience for the Winterset Retail District, and a People's Choice nomination/Runner-Up for Outstanding Attraction for the Iowa Quilt Museum.
- Gathered data and prepared analysis on our target markets and results from our marketing efforts.

- Participated in joint planning sessions that enhance tourism and foster economic development.
- Attended meetings, seminars, conventions, and workshops related to tourism, marketing, economic development, and best practices.
- Completed leadership training at the Madison County Leadership Institute and the Iowa Tourism Leadership Institute.
- Participated in several This is Iowa Legislative Showcases, advocating for Madison County to Iowa's legislators.
- Coordinated special events (such as tourism kickoff events).
- Wrote applications for funding through grants, as related to tourism.
- Took professional photographs of our events, attractions, etc. to create a large media database.
- Served as a board member on the Iowa Group Travel Association board for two years.
- Recruited new businesses to join the Chamber and created opportunities for Chamber members to increase business by offering products or services to visitors and group travel (such as tours), provided them with marketing opportunities (media features, working with travel writers/bloggers, etc.), as well as participating in events.
- Created events to promote Chamber members and area attractions, such as Women's Weekend in Winterset and the Holiday Tour of Churches.
- Acted as the Information Center Manager for the 2019 RAGBRAI overnight stay in Winterset.
- Successfully applied for, and led, the 2017 Downtown Exchange Program through the Iowa Economic Development Authority (IEDA).
- Created a marketing opportunity at the Hinterland Music Festival and negotiated a complimentary booth to promote Madison County.
- Participated in planning and coordinating events, such as the Covered Bridge Festival, Festival of Lights, etc.
- Participated in the planning and funding efforts for the Cedar Bridge rebuild, including co-presenting to the IEDA CAT grant board, marketing fundraising efforts, creating and maintaining a GoFundMe campaign.
- Advocated for the maintenance and preservation of the covered bridges; recruited volunteers and supervised the painting of the bridges (graffiti control) in the spring.
- Led covered bridge and walking historical tours for groups and individuals.

- Created a line of merchandise to sell in the Welcome Center. Merchandise sales increased by \$6,000 (26%) in one year.
- Created informational/interpretive signage for the Welcome Center.
- Participated in the redesign of the Welcome Center, selecting paint colors, stain colors, granite, furniture, and other design decisions.
- Project Manager for the Covered Bridges Scenic Byway - Conduct board meetings, write annual reports, research and write the Corridor Management Plan and the Interpretive Plan, design graphics and documents, provide professional photography, conduct community and stakeholder meetings, create and balance an operating budget, create and implement a marketing strategy, participate in regional, state, and national byway programs, find funding opportunities and write grant applications, and much more.

Would propose adding:

- Develop and implement marketing for all Chamber of Commerce events, and/or oversee more of the Chamber's events that are tourism-related.
- Can help more with content creation, if need be.
- Oversee Welcome Center operations?