



**Buchanan County Tourism Bureau (BCTB)
Director of Tourism Position Description**

Reports: Directly to designated Tourism Board Member. Regular reports are to be shared with the Board of Directors of the Buchanan County Tourism Bureau.

Primary Focus: BCTB is seeking an outgoing, creative, organized person for the full time position of Director of Tourism.

- Representation and Networking
 - Attend and report to BCTB meetings, create bi-monthly newsletter , support organizational related entities; attractions, businesses, clubs/groups, and regional entities by attending, assisting, and promoting organization related events and happenings.
 - Collect and manage organizational related stats and data for grants, funding requests and other business.
- Fundraising
 - Actively develop and coordinate new fundraising and other organization related events.
 - Manage Memberships through QuickBooks.
 - Manage yearly Tourism funding requests; Buchanan County Board of Supervisors, Independence Hotel/Motel Tax Funds, grants and other funding sources.
- Marketing
 - Oversee Tourism Marketing Committee. Manage internal and external design projects, printing and development. This includes the bi-annual BCTB Visitor Guide and new projects like creation of an Amish Map. Visitor Guide development requires management of ad sales.
 - Create press releases, flyers, and promotional materials for Tourism related area events.
 - Create yearly annual overview
 - Update and maintain websites for Tourism and managing social media.

Other duties as assigned.

Minimum qualifications:

- Must be detail-oriented, self-starter with strong organizational skills
- Strong knowledge of and ability to effectively use Social Media platforms (Facebook, Instagram, Twitter and LinkedIn)
- Experience with online graphic design platforms like Canva
- Effective communication both verbal and written to include crafting press releases and newsletters
- Proficient computer skills including Microsoft Office
- Understanding of QuickBooks, Excel and Mailchimp
- Ability to work independently, with a flexible schedule (position will include some evenings monthly and 12-15 weekend days as needed related to community events)

This is a full time salaried position. Typical hours will be between 8 am - 4:30 pm, Monday thru Friday with schedule flexibility a must. Starting salary \$41,000 depending upon experience and qualifications, with paid time off and paid holidays.

Compensation and Benefits:

- Salaried position with paid federal holidays, PTO and sick leave.
- Health care stipend -Mileage reimbursement -Cell phone stipend

To Apply:

Please submit a writing sample to include a press release & promotional flier for the following event - An evening of food and music at the Depot. Along with this include a resume and three references to:

director@travelbuchanan.com resume review April 8, 2024