

Tourism Director

Job Overview:

The Tourism Director is the leader of the Tourism Department of the Chamber of Commerce. This position is the direct supervisor of the tourism team and reports to the Chamber President/CEO. The Tourism Director will be tasked with the creation and implementation of a tourism strategic plan that increases visitors to the area through all avenues of marketing resulting in increased lodging tax revenue. This position will also lead the recruitment of groups and conventions to the area. This position must be able to create and maintain strong relationships with vendors, ad reps, businesses, committee members, and others needed to implement the vision and mission of the Tourism Department. Negotiation skills are a plus to working with ad reps on placement in highly visible areas and receive the best price possible.

To succeed in this position, candidates should have exceptional written and verbal communication skills. Candidates should also be strong organizers, with high attention to detail. Candidates should be able to manage time to complete tasks while also managing a team to complete assigned tasks. Supervising and motivating a team to complete tasks and remain effective are requirements for success. Candidates should be resourceful, creative, innovative, adaptable, and organized with the ability to build strong relationships with citizens and businesses.

Responsibilities and Duties:

- Create, implement, and continually update the strategic vision and guidance for the Tourism Department
- Work with the tourism team to create and implement a cohesive marketing strategy and plan for maximum effectiveness
- Create and maintain positive working relationships with Tourism Committee Members, Chamber Board, ad reps, visitors, and others who will help push the Chamber/Tourism vision forward
- Negotiate contracts with advertisers as needed
- Create and oversee the yearly budget to fund the Tourism strategic vision

Qualifications:

- Bachelors Degree in Marketing, Media Studies, or similar or 10 years of marketing experience
- Exceptional verbal and written communication skills including clearly conveying ideas, thoughts, and plans during meetings and presentations
- Creative and innovative in design and problem solving
- Proficient in graphic design applications, i.e. Canva, Photoshop, and Illustrator
- Multitasking, detail oriented, and organized
- Supervisory experience is a plus, but not required

The TACC will be accepting resumes for the Tourism Director position until the position is filled. Please send all resumes and supporting documents to nathan@tahlequahchamber.com or bring by the TACC office located at 123 E Delaware St., Tahlequah, OK 74464.