

Job Title: Tourism Manager

Date Posted: February 1, 2017

Status: Salary, Full-time

Pay Range: Based on Skills, Experience & Education

Reports To: Executive Director, Fort Scott Area Chamber of Commerce

Start Date: As soon as possible

Goal: To grow a sustainable tourism economy and enhance the visibility of Fort Scott as a tourist destination through strategic partnerships and promoting the unique attributes of the community. Plan, develop and implement an annual tourism marketing plan working closely with the Transient Guest Tax Advisory Committee and the Chamber Tourism Division. Work with the Executive Director to support strategic direction and priorities.

Tasks to be performed include, but are not limited to:

1. Develop strategies, programs, and policies to promote tourism.
2. Maintain tourism marketing budget and identify the optimum relevant channels in which to allocate marketing dollars.
3. Facilitate an active relationship with hotels, restaurants and attractions in the Fort Scott Area.
4. Collaborate with tourism stakeholders on ideas and offerings and develop creative themes and packages for marketing.
5. Organize and lead tourism roundtable meetings and other workshops for community members engaged in tourism.
6. Report out to Transient Guest Tax Advisory Committee (quarterly) and Chamber Board of Directors (monthly) on tourism initiatives and activities.
7. Attend meetings, webinars and conferences to further knowledge, stay informed of the changes in the tourism industry, and engage in state and regional tourism organizations.
8. Prepare and maintain new content for web, newsletters, collateral, and presentations.
9. Oversee design/printing of tourism marketing collateral.
10. Develop and maintain tourism database for key markets and utilize the database through sales calls and other marketing programs.
11. Implement cooperative advertising programs integrating the tourism related segments that exist in the Fort Scott Area (hotels, merchants, food/lodging, wineries, museums, recreation).
12. Generate tourism fundraising/sponsorship revenues as needed.
13. Coordinate special tourism events.
14. Create custom itineraries and serve as host/guide to visiting groups/bus tours.

15. Identify niche markets and create targeted marketing campaigns such as destination weddings, church retreats, and agritourism.
16. Evaluate trolley scripts and routes for regular and special tours and work with drivers on scheduling.
17. Maximize trolley usage and profitability through promoting and evaluating operations.
18. Perform other related duties as may be required or assigned.

Knowledge, Skills and Abilities Required:

- A. Knowledge of tourism industry; degree in Tourism and Hospitality Management or two years of tourism/marketing experience preferred
- B. Knowledge of the Fort Scott and Bourbon County Area
- C. Must be a self-starter with ability to work with volunteers
- D. Superior verbal and written skills
- E. Requires the ability to interface and speak in front of groups
- F. Ability to prioritize and manage multiple projects simultaneously
- G. Must be proficient in Microsoft Office applications
- H. Able to design and compose publications
- I. Must be social media savvy
- J. Strong attention to detail and deadlines
- K. Flexibility to work occasional evenings and weekends along with travel
- L. Accountability Criteria (examples)
 - a. Implementation of marketing plan
 - b. Presence at community events
 - c. Attendance at key Chamber events
 - d. Hotel/Attraction relationships are maintained
 - e. Marketing (website and other collateral) is coordinated/streamlined
 - f. Public promotion of the Fort Scott Area as a tourism destination
 - g. Increase in transient guest tax

To apply, please email your resume and cover letter to information@fortscott.com or submit to the Fort Scott Area Chamber of Commerce, 231 E. Wall St., Fort Scott, KS 66701.