

Director of Tourism & Community Relations
Jasper County Economic Development Organization, Inc.
Rensselaer, Indiana

Position Overview

The Director of Tourism & Community Relations is a professional, salaried leadership position reporting to the President of the Jasper County Economic Development Organization, Inc. Founded in 1986, the organization is responsible for Jasper County, Indiana's business attraction, expansion and retention programs, for marketing Jasper County and its communities, and for administering Jasper County's Tourism Initiative.

Responsibilities

- ✓ Represent Jasper County's tourism interests at local and regional meetings and events;
- ✓ Serve as a spokesperson for Jasper County's tourism efforts;
- ✓ Develop and execute a strategic tourism marketing plan;
- ✓ Oversee the creation of marketing materials;
- ✓ Maintain databases of Jasper County's tourism assets, markets, and related information;
- ✓ Manage and enhance social media platforms and web related opportunities;
- ✓ Manage media and public relations activities;
- ✓ Provide leadership and staff support for the Jasper County Tourism Commission (JCTC);
- ✓ Manage relationships with community groups and entities that receive JCTC funding;
- ✓ Benchmark industry best practices and explore opportunities for implementation;
- ✓ Develop and cultivate relationships with tourism industry and related stakeholders;
- ✓ Solicit funds when appropriate to support economic development and tourism activities;
- ✓ Prepare regular monthly performance reports;
- ✓ Provide accounting and administrative support for the organization.

Preferred Qualifications

- ✓ Marketing and outreach oriented approach to business;
- ✓ Ability to take initiative as well as recognize and capitalize on opportunities;
- ✓ Self-starter able to work with minimal supervision;
- ✓ Positive attitude and passion for the cause;
- ✓ Strong communications skills;
- ✓ Previous tourism or related experience a plus;
- ✓ Graphic design skills a plus;
- ✓ Bachelor's Degree a plus.

Salary and Benefits Package

- ✓ Negotiable depending on qualifications.

To apply for the position, please email resume to: kevin@jaspercountyin.com.