



## CORBIN TOURISM AND CONVENTION COMMISSION

### JOB DESCRIPTION

**Job Title:** Executive Director - Corbin Tourism Commission

**Location:** Corbin, Kentucky

**About Us:** Corbin, Kentucky, nestled in the heart of Appalachia, boasts a rich cultural heritage, stunning natural landscapes, and a thriving tourism industry. The Corbin Tourism Commission is dedicated to promoting and enhancing the visitor experience in our region, showcasing our unique attractions, events, and hospitality to visitors from near and far.

**Job Description:** The Corbin Tourism Commission is seeking a dynamic and experienced Executive Director to lead our efforts in promoting tourism, managing destination marketing strategies, and fostering partnerships to drive economic growth and community development. The ideal candidate will be a strategic thinker with a passion for tourism, excellent leadership skills, and a proven track record of successful destination management. Working under the supervision of the Tourism Commission Board, the Executive Director performs a variety of duties related to planning, organizing, coordinating, and promoting tourism within Corbin, Kentucky.

#### **Essential Job Functions:**

- 1. Strategic Planning:** Develop and implement comprehensive tourism strategies to promote Corbin as a premier destination for visitors, aligning with the Commission's mission and goals. Will recruit and promote tourism, conference and convention activities to Corbin.
- 2. Marketing and Promotion:** Lead marketing initiatives to raise awareness of Corbin's attractions, events, and amenities through digital marketing, advertising campaigns, social media, and public relations efforts.
- 3. Partnership Development:** Cultivate and maintain strong relationships with local businesses, attractions, hospitality partners, government agencies, and community organizations to enhance collaboration and support tourism initiatives.
- 4. Visitor Experience Enhancement:** Identify opportunities to improve visitor experiences through infrastructure development, visitor services, and tourism product development. Works to promote tourism in the city of Corbin, increasing hotel room occupancy and 'stay time' and expanding tourism in the off season.

5. Financial Management: Oversee budget planning and fiscal management to ensure efficient use of resources and accountability in accordance with Commission policies and procedures. Research, write and apply for relevant local, private, state and federal grants
6. Leadership: Provide effective leadership and mentorship to the Commission staff, fostering a collaborative and positive work environment. Direct operations of the Corbin visitors center and the L&N Depot and oversee department personnel. Practices time management and does not wait to be instructed on tasks. Oversight of and involvement in ARPA related grant projects including the Appalachian Triangle of Kentucky regional project
7. Advocacy and Representation: Serve as a spokesperson and advocate for the Corbin Tourism Commission, representing the organization at community events, industry conferences, and government meetings. Recruit, meet, partner, and collaborate with City, non-profit representatives, and businesses to develop, provide, and promote tourism, conference, and convention activities and events in Corbin. Active involvement in the Kentucky Travel Industry Association, Daniel Boone Country Region, Kentucky Association of Visitors Center and Convention Bureau and TEAM Kentucky Sports Tourism groups
8. Other duties as assigned by the Corbin Tourism Board of Commissioners

**Qualifications:**

- Bachelor's degree in Tourism Management, Marketing, Business Administration, or related field.
- Minimum of 5 years of experience in destination marketing, tourism management, or related field. Years of experience and successful track records may substitute for formal education requirements.
- Proven track record of strategic planning, marketing campaign development, and partnership building.
- Strong leadership abilities with excellent communication, negotiation, and interpersonal skills.
- Knowledge of tourism trends, industry best practices, and relevant technologies.
- Experience in budget management, financial planning, and grant writing.
- Passion for promoting tourism and fostering community development.

**Job Location & Conditions:**

- Duties are performed in an office environment and occasionally outside (during special events)
- Work hours will include nights, weekends and holidays
- Frequent travel is required

**How to Apply:**

Interested candidates should submit a resume, cover letter, and three professional references to [info@corbinkytourism.com](mailto:info@corbinkytourism.com) by April 12, 2024 Please include "Executive Director Application" in the subject line.

The Corbin Tourism Commission is an equal opportunity employer and is committed to diversity and inclusion in the workplace. We encourage individuals of all backgrounds to apply.

Join us in shaping the future of tourism in Corbin and showcasing the beauty and hospitality of our region to the world!