

## **Munfordville Tourism Director**

The city of Munfordville is a member of the Caves, Lakes and Corvettes tourism region. Being in close proximity of Mammoth Cave, Nolin, Barren and Green River Lakes and the Corvette Museum brings many visitors through our area year-round. While in Munfordville visitors can enjoy visiting Kentucky Stonehenge, the Hart County Historical Museum and our Welcome Center, which displays the work of local artisans for sale. Visitors wanting a more active experience can canoe or kayak Green River, view historic buildings on our Historic Walking Tour or walk, hike, play disc golf or pickleball at Green River Park and Arboretum. We have a wide variety of great dining options and an active downtown.

The Munfordville Tourism Commission is seeking an energetic, innovative leader to plan, direct, organize and coordinate the promotion of the City of Munfordville as a tourist destination. The Director will be responsible for increasing awareness of the opportunities in our area, enhancing the experiences offered and promoting tourism activities including developing, planning, implementing, and evaluating marketing, advertising and public relations programs.

### **Job Duties:**

The Director will work at the direction of the Munfordville Tourism Commission. They will lead in a way that promotes our community, restaurants, hotels, parks and businesses as an ideal location for both tourists and community members alike. The primary responsibility of the Director is to grow tourism-related revenues in the City of Munfordville.

Essential Job functions include, but are not limited to the following:

- Supervise and direct the daily operations of Munfordville Tourism, along with the work activities of part-time staff, following proper hiring guidelines of posting positions available and presenting applicants to the Commissioners,
- Develop and implement effective and cost-efficient marketing, promotions, advertising, media, and public relations programs, including written content and photography, for the City of Munfordville with the overall objective to increase tourism visits and local awareness of restaurants, events and recreational opportunities in our area,
- Oversee the management of the Munfordville Tourism website and social media accounts,
- Serve as spokesperson for Munfordville Tourism, serving as the liaison between the City Council, Mayor, and county officials and the Commissioners,
- Prepare reports and presentations to allow the Board of Commissioners to make informed decisions,
- Prepare and deliver presentations to both local and regional organizations in a professional way,
- Prepare and present budgets (annually), event summaries (per occurrence) and gift shop financial activities (quarterly) to the Commission and to the City Council as required,
- Manage the gift shop selling Kentucky made products, ensuring profitability by utilizing appropriate inventory levels and cost-effective staffing,
- Build and maintain relationships with our tourism partners, including Caveland Marketing, Cave Country Trails, KTIA, KACVB, CLC Region, in a way that strengthens our community appeal and marketing efforts and maximizes all travel and media opportunities,
- Represent Munfordville at approved conferences and promotional opportunities such as the CMA, regional and state tourism meetings,

- Recruit and train volunteers as necessary to properly prepare for and host various community events,
- Serve as the primary contact person for all inquiries related to local tourism in a professional and timely manner,
- Work with area tourism providers, such as Mammoth Cave, Kentucky Down Under, and others to foster cooperation and cross promotion,
- Ensure accurate reporting and compliant operation with state departments,
- Overseeing preparation and administration of grant applications; conducting research to identify and acquire federal, state and local funding sources.

#### Required Qualifications

The ideal candidate will possess a bachelor's degree in marketing, hospitality and/or tourism or a similar field and at least 3 years of marketing or sales experience. A candidate with an equivalent amount of training and experience will also be considered. The Director will at times be required to work nights, weekends and possibly some holidays. A limited amount of overnight travel will be necessary. A valid driver's license with a good driving record is required. Strong oral and written communication skills and a working knowledge of Word and Excel including the ability to prepare and present reports is required. A criminal background check is also required.

Compensation commensurate with education and experience. Resumes must be submitted by May 15, 2024. Start date will be July 1, 2024.

Please send resumes and cover letters to [freynold@scrtc.com](mailto:freynold@scrtc.com).

Munfordville Tourism provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.