



Position: Communications and Sales Manager

Reports to: Executive Director

Overview: Manages domestic group sales activities and digital communications via web articles, blog updates, maintaining social media channels and online communications. Assists in public relations activities and hosting journalists. Must demonstrate the ability to perform customer relations. Maintains effective internal and external relationships.

General Duties:

- Promote Bardstown and Nelson County to potential visitors through sales and communications.
- Oversee website / online information by working with the advertising agency, executive director (and other staff as directed) to ensure correct information is on the site at all times.
- Develop content for posting on all designated social media outlets, monitoring online competitor presences, perceptions, researching new blogs and channels for relevance/trend identification reporting “chatter” and other relevant online data, and maintaining posting schedules.
- Develop content and publish monthly eNewsletter.
- Plan and assist in FAM tours and journalist visits.
- Develop and manage group sales opportunities for the destination.
- Data entry of sales leads and maintenance of group sales database. Ensure timely delivery to area partners.
- Coordinate services for group meetings and group travel in Bardstown and Nelson County (registration, welcome ceremonies, tour itineraries, etc.).
- Represent the destination, the CVB and its partners at major industry trade shows and marketplaces, regional activities and other Bureau/tourism related activities.
- Maintain knowledge of CVB partner properties and services through on-site visits and ongoing communication; works with partners to develop tour itineraries and packages for motorcoach promotions.

EDUCATION / EXPERIENCE REQUIRED:

Minimum of 4 years in the hospitality or communications field. Bachelor's degree preferred.

SKILLS NECESSARY FOR JOB

- Communication proficiency
- Independent worker
- Self-motivated
- Technical capability
- Understand and can implement all social media platforms
- Ability to work in a team
- Time and project management

EXPECTED HOURS OF WORK

- Monday-Friday, 8:00AM-5:00PM
- Additional after hours and weekend hours as required
- Travel outside of Nelson County to conferences, meetings and events as required

TO APPLY:

Email resume and salary requirements to dawn@bardstowntourism.com no later than August 31.