**Executive Director of Tourism**

**Bardstown-Nelson County Tourist and Convention Commission Bardstown, KY**

The **Executive Director of Tourism** will be responsible for driving action around three strategic initiatives:

* Develop and implement a comprehensive performance based marketing, promotions, advertising, media and public relations program for Bardstown-Nelson County
* Represent the Bardstown-Nelson County Tourist Commission with the KY Department of Tourism, the KY Tourism Council, and the KY Association of CVB’s and other local, state, and regional tourism organizations
* Work closely with Nelson County Economic Development Agency (NCEDA) to ensure elected and appointed officials, the media, business community and taxpayers understand the economic importance of tourism

**Major Duties and Responsibilities**

* Develop and implement a comprehensive performance-based marketing, promotions, advertising, media and public relations program for Bardstown-Nelson County with the Director of Marketing Media and Bourbon Experiences
* Plan new research-based advertising strategies for current and subsequent years to increase leisure travel market share
* Implementation of marketing campaign - Work with Board to develop sound marketing, advertising, and communication plans
* Presence at community events; Spokesperson for the Commission
* Assist in PR activities and hosting journalists
* Represent the Bardstown-Nelson County Tourist Commission with the KY Department of Tourism, the KY Tourism Council, and the KY Association of CVB’s and other local, state, and regional tourism organizations
* Attend major industry travel and trade shows; Implement a comprehensive marketing and media plan for these events
* Attend meetings, seminars, conventions, tradeshows, and workshops to enhance tourism knowledge and stay informed of changes within the tourism industry and network with other similar organizations
* Develop relationships with regional and national and international tourism based publications and writers, tour operators and travel agents
* Build, nurture, and/or strengthen relationships with all local tourism related attractions, lodging providers, businesses, and start agencies providing tourism assistance and coordination in order to position Bardstown-Nelson County as a leader and collaborator in the tourism
* Design, develop, and conduct familiarization tours of Bardstown-Nelson County for media, event planning, tour operators, and travel agents
* Work closely with NCEDA to ensure elected and appointed officials, the media, business community and taxpayers understand the economic importance of tourism
* Provide education program for hospitality segment on history and attractions/events of Bardstown-Nelson County

**Education Required:** Bachelor Degree or extensive experience in hospitality field

**Preferred:** Marketing, Public Relations, or closely related field

**Experience Required:**

* Minimum of 5 years of Senior Level experience in tourism or hospitality sales industry; Understanding and experience with the policies and procedures, organization and function of a Tourism Department is important for success in the role
* Excellent organizational skills; Strong attention to detail
* Excellent oral and written communication skills; Previous experience in public relations and public speaking
* Strong background in marketing and sales including digital and social media
* Ability to travel
* Work in a self-directed, independent environment
* Proactive, innovative approach to business; Energetic, imaginative, and self-motivated
* Technology Savvy
* Capable of exercising independent judgement, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industrial representatives, government officials and the general public.

**Preferred:**

* Existing knowledge of Kentucky and Bardstown-Nelson County culture, history, and tourist attractions
* Prior experience working with Board of Directors
* Previous experience with a Convention and Visitors Bureau or similar agency

Competitive Salary and Benefits

Please send resumes to: [info@bardstowntourism.com](mailto:info@bardstowntourism.com)

Deadline to apply: February 21, 2020