**Position**

Cave City, (KY) Tourist and Convention Commission Seeks Executive Director

**About This Job**

The Cave City Tourist and Convention Commission is a highly entrepreneurial organization that collaborates and partners with municipal, community and business organizations to promote Cave City as a destination for year around local and regional travel and tourism. In addition, the Commission operates the Cave Area Conference Center. Cave City's location at Exit 53 on Interstate 65, midway between Nashville and Louisville, is just minutes from historic Mammoth Cave National Park, and a plethora of other Indoor and outdoor activities. Visitors to Cave City will find excellent hotels and meeting space, cultural attractions and a variety of retail and restaurants that offer unique experiences. Capitalizing on the resources Cave City has to offer is the primary goal of the Cave City Tourist and Convention Commission. This organization strives to offer an innovative and entrepreneurial approach to driving economic impact in our region.

The Executive Director of the Cave City Tourist and Convention Commission will achieve the goals of the Commission through implementation of strategic objectives determined by that individual working in conjunction with the Board of Directors. The Executive Director has primary accountability for the accomplishments and fiscal integrity of the entire organization. The Executive Director is expected to work with the Board of Directors to determine the focus and direction of the Commission. The Executive Director is responsible for developing the Commission’s capabilities, acting as its spokesperson and representing it before others. The Executive Director is expected to work with representatives of local government and community organizations to assist in coordination of Cave City area activities. The Executive Director will manage all operations and activities, including providing direction to staff and ensuring proper fiscal and operational management.

From a professional perspective, the ideal candidate will bring organizational leadership experience from a marketing driven, events focused organization where they have been responsible for strategically leading the development and execution of multi-stakeholder events focused on driving economic impact. From a personal perspective, the ideal candidate will be a dynamic, passionate, professional entrepreneur, market driven leader and communicator.

This is an opportunity for a tourism driven leader to join a unique destination marketing organization and have the freedom to do great things for a fantastic community.

**Reporting**

The Executive Director reports to the Cave City Tourist and Convention Commissions Board of Directors with the President of the Board acting as the Board Contact. All other staff report to the Executive Director. Flexibility will be given to the Executive director in organizing staff members.

**Responsibilities will include but not be limited to**

* Develop sales and marketing strategies to support the Cave City Tourist Commission and the Cave Area Conference Center in their efforts to attract visitors to Cave City which in turn will increase revenues for local motels, restaurants, retail and attractions.
* Develop and maintain a budget of over 1.5 million in revenue.
* Provide vision and strategic insight to the Board necessary for fulfilling the goals of the Cave City Tourist and Convention Commission utilizing input from multiple sources, including all staff members.
* Identify new opportunities to leverage resources in an effort to maximize the impact of marketing and promotions for Cave City both regionally and nationally.
* Attend meetings, conferences and complete ongoing education to maintain current knowledge of the thinking, issues, and people influencing matters important to the Tourist and Convention Commission.
* Assess accomplishments and review opportunities to improve, reporting on them to the Board for future actions.

**Administrative Duties**

* Hire/terminate and manage the Tourist and Convention Commission staff; ensuring that the Commission attracts and retains the talent necessary to successfully achieve its goals.
* Establish compensation policy and levels consistent with the overall compensation budget.
* Develop organizational processes and structures necessary to achieve the organizations goals.
* Ensure that the Commission operates within the financial parameters approved by the Board, and that available resources are distributed appropriately.
* Provide fiscal oversight for Commission investments, budgets, and financial reporting.
* Monitor monthly financial transactions.
* Report regularly to the Board on the financial status of the commission.
* Jointly, with the President and Secretary of the Board of Directors, conduct official correspondence of the organization, and jointly, with designated officers, execute legal documents.
* Ensure that programs and services meet the expectations of the Board and other stakeholders.
* Maintain and expand current knowledge of the industry through participation in or familiarization of regional, state and national organizations such as Caveland Marketing Association (CMA), KY Tourism Industry Association (KTIA) numerous other marketing and social media forums as well as engagement in lobbying and political efforts.
* Advance the objectives and image of the Commission by serving as the chief representative of the Cave City Tourist and Convention Commission to all stakeholders including the Board, staff, members, partners, media, government and the general public.
* Develop and monitor the Commission’s communication strategy for external positioning.
* Seek opportunities to speak on the activities of the Cave City Tourist and Convention Commission and industry in general, with an emphasis on state tourism groups, association partners and industry meetings.
* Develop, with staff, reports, publications, presentations, articles and other communications (including web-based and other social media) to disseminate and promote the activities of the Commission.

**Tourist Commission**

* Report monthly to the Cave City Tourist and Convention Commission Board of Directors on the activities of the Commission and progress toward meeting strategic objectives.
* Identify issues and policies that require the attention of the Board working through the Board Chair
* Work with the Board Chair to structure and guide Board meetings allowing opportunity for discussion and input.
* Keep abreast of KY statutes regarding the proper use of room and restaurant tax.
* Keep Board members informed of KY statutes concerning tourism spending.

**Qualifications**

The Director must be skilled in oral and written communication and marketing and possess knowledge of the tourism industry; relevant experience in advertising and/or sales would be a plus. The ability to work well in both professional and nonprofessional environments is a must. The Director must also have demonstrated negotiating skills and be able to act as a forceful advocate in advancing both Cave City and our region’s tourism industry as a whole, and the interests of individual entrepreneurs. Proven talent in developing and marketing both project ideas and products are essential.

Education should include a Bachelor's degree in a Tourism related major along with multiple years experience in Marketing and Advertising. Comparable on-the-job training combined with 5-10 years’ experience may substitute.

Terms of Employment: Permanent, full time

Compensation: Salary range is $55,000 - $75,000, commensurate with the experience and skill level listed on this description.

Benefits package: Individual health benefits package or compensation toward personal health plan, 401K match up to 3%, paid vacation, company vehicle available for business travel.

Contact Information: If you are qualified and interested in being considered as a candidate for this position please submit a cover letter outlining your qualifications as they pertain to the position, resume, three professional references, and your most recent compensation information to Gina Lyon, Search Committee Member via email at gklyon@hotmail.com.

Open Until 05/31/2023. No phone calls.