



Position Title: Membership & Marketing Manager

Organization: Kentucky Travel Industry Association

Reports To: President & CEO

KTIA Overview: KTIA is a nearly 1,000-member organization that serves one of Kentucky's most significant and economically beneficial industries – travel & tourism. Members include destination marketing organizations, attractions, hotels, restaurants, tour operators, marinas, state tourism offices, educational institutions, trade media and others. The association focuses its efforts on advocacy, education, information, and business and professional development. The KTIA culture is a blend of quality, friendliness, professionalism and mutual support.

Position Summary: As a member of a small management team, the position's duties involve a wide range of responsibilities. Areas of emphases are membership marketing and recruitment, including membership data management and processing; program and event planning, marketing and execution; and basic office management support.

Responsibilities:

1. Member recruitment and retention, including the development of marketing and public relations strategies for promoting KTIA.
2. Manage annual membership renewal process and maintain membership database.
3. Serve as primary manager of KTIA's annual awards programs and auctions.
4. Assist with KTIA event-specific marketing.
5. Assist in all aspects of event planning and execution.

6. Provide office management support.
7. Limited and basic financial reporting and recordkeeping.
8. Other duties as assigned in support of all KTIA functions.

Qualifications & Skills:

1. Although not a requirement, tourism industry and/or association experience will be a significant consideration.
2. Highly service oriented with strong interpersonal skills and adept at building effective working relationships.
3. Effective and confident in all forms of communication – spoken, written and digital.
4. Detail oriented.
5. Strong computer skills.
6. Strong project management skills.
7. Conference and event planning, marketing and execution abilities.
8. Understanding of basic office operations and procedures.
9. At least some limited data management/ bookkeeping experience is a plus.

Requirements:

1. College degree in a field related to the position's responsibilities.
2. Relevant experience may substitute for the education requirement. Relevant work experience includes, but isn't limited to data management, basic finance, membership development, travel & tourism industry and/or association management.
3. Ability to travel.

Annual Salary: Negotiable based on qualifications

**Please send cover letter and resume to Hank Phillips at
hank.phillips@ktia.com by
February 10, 2023**

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.