Job Title: Tourism Director (full-time, 40 hours/week)

Reports to: WACC Executive Director / Watertown Tourism Commission

Tourism Director Job Description

An individual employed to:

- Administer room tax dollars in accordance with Wisconsin State Statute 66.0615
- Performs executive work developing, planning and organizing tourism marketing strategy and programs
- Effectively manage tourism impacts, and stimulate economic growth through tourism
- Manage the operation of tourism activity in the chamber office
- Coordinate community marketing efforts with other organizations

Qualifications:

- Post-secondary coursework or training in marketing, communications or related field
- Experience with digital communication platforms including email; conversant in SEO, web analytics, web technology and community engagement
- Mature and objective attitude for appropriate, independent activity; tolerant of interruptions
- Courteous and dependable in dealing with general public
- Neat and well groomed; professional appearance.
- Must be able to be bonded for cash handling
- Proof of working knowledge of Microsoft Word, Excel and Power Point.
- Knowledge of QuickBooks, Google applications, Access and Publisher preferred
- Ability to complete data entry on several websites
- Willingness to learn new computer techniques and office processes

Working Hours:

- This position requires evening and weekend hours to support events and attend conferences and trade shows. Tourism manager is expected to attend weekly chamber staff meetings.

Duties and Responsibilities:

- Attend Jefferson County and Watertown Tourism meetings and attend conferences and trade shows promoting tourism activity in the Watertown area.
- Coordinate the marketing of the Watertown community with other entities like Watertown Area Chamber of Commerce and Watertown Main Street Program
- Distribute room tax marketing dollars through an established grant process
- Maintain tourism websites of Jefferson County, Travel Wisconsin and the Watertown tourism websites
- Regularly create and post content to social media platforms like Facebook and Instagram
- Maintain brochure racks in tourism office with up to date material; distribute community information to area businesses and lodging facilities.
- Prepare reports detailing room tax activity to City of Watertown annually
- Participate in Watertown Area Chamber of Commerce marketing committee
- Other duties as assigned

Physical Requirements

- Must be able to lift and carry objects up to 50 pounds on occasion
- Must be able to stand and sit for up to 4 hours at a time
- Must be able to hear, see and stay alert
- Must be able to be in attendance on a daily basis and to arrive promptly for the start of the work day
- Must be able to pass a drug test
- Must be willing to submit to a background/credit check

_____Date__/__/__ _____Date__/__/__

Employee Signature Supervisor Signature