



Executive Director – City of Corbin Tourist & Convention Commission

Why Corbin?

With world-famous attractions and natural beauty, to growing cultural and culinary experiences, Corbin is a dynamic place to live, work, visit, and - we love company! As Executive Director, you'll have the opportunity to shape the region's tourism identity and make a lasting impact on its future. Discover more at <https://corbinkytourism.com/>

About the Role

Corbin Tourism is seeking an innovative and community-driven Executive Director to lead our efforts in promoting Corbin as a vibrant tourism destination. Reporting to the Tourism Commission Board, this role oversees strategic planning, partnership development, marketing, operations, project coordination, and event management that drive tourism growth and elevate Corbin's profile locally, regionally, and beyond.

The Executive Director will play a critical role in fostering regionalism in tourism, building strong partnerships across Southeast Kentucky and neighboring regions to create unified, collaborative tourism experiences. This position also leads recruitment of conventions and events that bring economic impact to the Corbin area and represents the city through active participation in statewide tourism associations and industry initiatives.

Key Responsibilities

Strategic Leadership & Regional Partnerships

- Build and maintain strong relationships with local and regional businesses, tourism partners, and attractions.
- Promote regional tourism initiatives that connect Corbin with neighboring destinations and expand the area's reach.
- Actively participate in regional and state tourism associations such as the Kentucky Travel Industry Association, Kentucky Association of Convention and Visitors Bureaus, Kentucky Sports Alliance, and Daniel Boone Country Region.
- Stay informed on state-level tourism trends, policies, and funding opportunities.

Conventions & Destination Development

- Lead recruitment of conferences, conventions, and group events through the creation and solicitation of RFPs.
- Collaborate with city partners, venues, and service providers to support convention planning and execution.
- Continuously identify opportunities to expand tourism infrastructure, improve visitor experiences, and extend tourist stay.

Operations & Oversight

- Oversee the Corbin Visitor Center, L&N Depot operations, and other Commission-owned properties and investments.
- Manage and support full-time and part-time staff, as well as volunteers.
- Ensure high-quality public engagement, visitor support, and event execution.
- Serve as the custodian of the Tourism Commission Records.

Marketing & Promotion

- Develop and execute marketing strategies across digital, print, and social platforms to promote Corbin and regional assets.
- Oversee the creation of tourism content, event promotion, and storytelling that aligns with brand identity.
- Represent Corbin at travel shows, conventions, and tourism events in and outside Kentucky.

Financial & Grant Management

- Prepare and manage the annual budget in alignment with strategic goals.
- Research, apply for, and administer local, state, federal, and private grants to support tourism and infrastructure growth.
- Provide oversight of ARPA-funded and other major tourism projects.

What We're Looking For

- A deep appreciation for Southeastern Kentucky and a genuine passion for showcasing its culture, communities, and natural beauty through tourism.
- Proven experience in tourism, hospitality, convention, visitors bureau, destination marketing, or promotion of tourism is desirable.
- Strong leadership and organizational skills with the ability to manage multiple priorities.
- Excellent communication, collaboration, and public speaking abilities.
- Financial management experience, including budgeting and grant writing, and management.
- Marketing and content creation experience, especially for tourism or destination marketing.
- Proficiency in Microsoft Office, social media, and basic design and website tools.
- Engagement or familiarity with Kentucky tourism organizations is highly preferred.

Education

Graduate of a college or university with a bachelor's degree in tourism, hospitality, communications, business administration, marketing, or a related field and 3+ years of experience.

Substitute Experience for Education: Comparable on-the-job training combined with 5+ years of experience in tourism, hospitality, or a closely related field may substitute for a degree.

Additional Requirements

- Ability to work evenings, weekends, and holidays as needed
- Willingness to travel frequently for meetings, industry events, and regional initiatives
- Must possess and maintain a valid driver's license
- Must reside in the Corbin area or be willing to relocate within a reasonable timeframe upon acceptance of the position.
- Drug test, background and credit check may be required
- And other duties as needed or assigned

Benefits

City of Corbin Tourist & Convention Commission is an equal opportunity employer that offers;

- healthcare benefits (Health, Vision, Dental, Life Insurance paid for employee by employer.),
- County Employees Retirement System (CERS) retirement,
- paid time off,
- cellphone stipend,
- mileage reimbursement at the IRS travel rate for approved business travel outside of Corbin,
- opportunities for professional development.

Salary commensurate with experience.

To Apply

Send a cover letter, resume, and at least three references to info@corbinkytourism.com by May 30, 2025.

Position open until filled.