



## **Elizabethtown Tourism and Convention Bureau**

### **FULL-TIME (Non-Exempt); IN OFFICE POSITION**

#### **Executive Director Role**

The Executive Director serves as the chief administrative and strategic leader of the Elizabethtown Tourism and Convention Bureau and Elizabethtown's venue ecosystem, responsible for advancing visitation, economic impact, brand positioning, and long-term community value. This role provides executive oversight of the outsourced management companies and holds those partners accountable for performance, alignment, and results across the venue, amphitheater, and related assets in support of broader tourism, destination marketing and economic development objectives. This role reports to the Tourism Commission and oversees the organization's day-to-day operations, tourism initiatives, financial management, staff leadership, and community partnerships. The ideal candidate brings executive experience across tourism, youth sports, live entertainment, the music industry, and venue leadership with the strategic perspective to guide major initiatives from final construction oversight through opening readiness and the successful launch of a new 10,000-seat amphitheater

#### **Position Summary**

The Executive Director is responsible for advancing tourism in Elizabethtown through strategic planning, partnership development, destination promotion, and effective management of key tourism assets. This position provides leadership for the Elizabethtown Sports Park, the David May House, and the Steelgrove Music Venue project, while also ensuring strong fiscal oversight, accurate reporting, and productive collaboration with local and regional stakeholders.

#### **Essential Duties and Responsibilities**

- Provide overall leadership and management of Elizabethtown Tourism
- Oversee operations and management of the Elizabethtown Sports Park and the David May House.
- Lead planning, coordination, and completion of the Steelgrove Venue project, and upon completion, oversee its ongoing operations and management.



- Develop and administer annual budgets and ensure responsible stewardship of funds.
- Keep the Board of Directors fully informed regarding the operations, financial condition, opportunities, challenges, and strategic direction of ETCB.
- Work with the auditor and other financial partners to complete the annual audit and ensure accurate fiscal reporting.
- Supervise, support, evaluate and motivate all employees of Elizabethtown Tourism.
- Maintain up-to-date organizational records, reports, and administrative files.
- Prepare for, coordinate, and present at monthly Tourism Commission meetings.
- Serve as the primary spokesperson for Elizabethtown Tourism and represent the organization at state, regional, and industry meetings and conferences.
- Build and maintain strong working relationships with city officials, tourism partners, hotels, restaurants, attractions, and other community stakeholders.
- Collaborate with the City of Elizabethtown on tourism economic development, and community initiatives.
- Develop strategies that increase visitor traffic, overnight stays, and overall tourism activity in Elizabethtown.
- Identify emerging opportunities to grow tourism and strengthen the community's visitor appeal.
- Analyze tourism trends, performance data, and program outcomes to guide decision-making and measure results.
- Promote community awareness of tourism's role and engage local partners in supporting tourism initiatives.
- Perform other duties as assigned by the Tourism Commission.

### **Required Qualifications**

- Proven executive leadership in tourism, destination development, economic development, live entertainment, sports, venue strategy, or closely related industries
- Minimum of five (5) years of experience in destination marketing, hospitality, or a related field.



- Demonstrated experience managing budgets, financial reporting, and organizational resources with strong fiscal responsibility.
- Proven ability to lead, develop, and supervise professional staff while fostering a collaborative and positive workplace culture.
- Strong knowledge of destination marketing, tourism industry trends, and visitor attraction strategies.
- Experience building and maintaining effective partnerships with government officials, businesses, community organizations, and industry stakeholders.
- Excellent written, verbal, and public speaking skills with the ability to effectively represent the organization before elected officials, community groups, media, and industry partners.
- Strong organizational, project management, and problem-solving skills with the ability to manage multiple priorities and meet deadlines.
- Bachelor's degree in Hospitality Management, Marketing, Public Relations, Communications or a closely related field.

Resumes can be submitted to [etcbapplicants@gmail.com](mailto:etcbapplicants@gmail.com).