

LONDON-LAUREL COUNTY TOURIST COMMISSION

JOB POSTING

Tourism Sales & Marketing Manager

Location: London, KY (Laurel County)

Position: Full-Time

Reports To: Executive Director

Position Summary

The London-Laurel County Tourist Commission is seeking a Tourism Sales & Marketing Manager to promote tourism in London and Laurel County and attract events and visitors to the area.

This position is responsible for digital marketing, social media content, tourism sales, event recruitment, and relationships with local tourism businesses and event organizers. The ideal candidate is creative, organized, comfortable working with people, and able to produce effective photo and video content.

Key Responsibilities

- **Digital Marketing:** Manage the Commission's social media channels and create photo and video content that promotes local attractions, events, outdoor recreation, hotels, local restaurants and other tourism opportunities.
- **Event Recruitment:** Identify and contact event organizers, including cycling organizations, youth sports leagues, tournaments, rallies, and outdoor recreation groups, to encourage them to hold events in London and Laurel County.
- **I-75 Marketing:** Develop marketing efforts aimed at travelers going up and down Interstate 75 and encouraging them to visit local attractions, restaurants, and hotels.
- **Business Support:** Develop relationships with local hotels, restaurants, attractions, retailers, and outdoor businesses. Help ensure their tourism information and listings are accurate and up to date.
- **Content Development:** Photograph and record events, attractions, trails, businesses, and other tourism assets for use in digital and promotional materials.
- **Community Representation:** Represent the Tourist Commission at local events, meetings, trade shows, and other tourism-related activities.
- **Other Duties:** Assist with additional marketing, sales, tourism development, and Commission projects assigned by the board and the executive director.

Qualifications

The ideal candidate will have:

- Strong knowledge of London and Laurel County.
- Strong written and verbal communication skills.
- Experience creating content for social media, including photography and short-form video.
- Familiarity with social media platforms and basic video-editing tools.
- Strong interpersonal and relationship-building skills.
- The ability to make presentations, make sales calls, and communicate with business and event representatives.
- Strong organizational skills and the ability to manage multiple projects.
- Flexibility to work evenings and weekends as needed for events and other tourism activities.
- A valid driver's license and dependable transportation.

A degree or formal training in marketing, tourism, communications, or a related field is preferred but not required. Relevant experience and skills demonstrated will be considered.

How to Apply

Please submit a resume and a brief note describing your favorite aspect of the London/Laurel County area to **kim@LLTC.net** or mail to **Sales & Marketing Position, 422 Tom Jensen Hwy, London, KY 40741**. No phone calls please.

Applicants may also submit links to examples of photography, video, social media content, or other relevant creative work.

***The London-Laurel County Tourist Commission is an equal opportunity employer. We encourage qualified candidates from all backgrounds to apply.**