

**JOB DESCRIPTION**

**Job Title: Director of Tourism Development Department: Tourism Development**

**Reports to: Vice President of Tourism FLSA Status: Exempt**

**Last Revision Date: November 2018**

**POSITION SUMMARY:**

Responsible for prospecting, identifying and pursuing market opportunities and developing short and long-term strategies to attract overnight business as related to tourism/leisure sales. Participate with the Management Team on strategic and operational issues related to leisure tourism.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

* Identify and implement sales efforts directed toward emerging leisure niche and affinity markets including but not limited to International, Multicultural and LGBTQ
* Participate at industry trade shows, conferences, familiarization tours and sales missions associated with both emerging and general leisure markets when appropriate
* Engage in State Tourism Visit Kentucky USA related International sales and marketing efforts
* Lead sales activities directed toward international and receptive tour operators, travel agents and media
* Develop and manage a multicultural leisure tourism outreach plan including conferences, pop up promotional events and online and database marketing
* Oversee development of tourism product and experience for the promotion of leisure tourism to Louisville as it relates to leisure niche and affinity markets
* Manage and direct the LGBTQ Hospitality Task Force
* Instill a sense of collective energy within Louisville Tourism and the LGBTQ community ensuring that the group is playing a proactive, effective role in developing Louisville as an inclusive and welcoming destination for all
* Provide strategic thinking and promotional direction for the Certified Tourism Ambassador program
* Supervise and provide oversight for Certified Tourism Ambassador administrator/contractor
* Actively manage, coach and develop two tourism sales managers
* Appropriately identify, coordinate and delegate projects among tourism sales managers
* Develops and effectively manage an annual budget
* Develops and implement an annual marketing plan
* Works with communication department to develop marketing programs for promoting Louisville as a leisure destination
* Maintain a well informed working knowledge of attractions, restaurants, shopping venues and hotels available in the area -acts as support to the VP of Tourism on special projects as needed

**QUALIFICATIONS:**

* Experience in managing, supervising or leading employees
* Experience in the travel industry with three years of management experience required
* Basic knowledge of area hotels and tourist attractions with ability/desire to learn more
* Computer proficiency, including Microsoft Office Suite products and ability/desire to learn more
* Strong communication and writing skills
* Critical and creative thinking skills – ability to analyze and solve problems and improve processes
* Associate or bachelor degree in business discipline or equivalent work experience