

Clay County Convention & Visitors Bureau (CCCVB)

Position – Tourism Director

This is a part-time position consisting of a 30-32 hour work week.

Work hours are flexible and may vary greatly depending on activities and events. No additional benefits.

Upon completion (in the spring of 2012) the tourism office and Visitor Center will be located inside the Clay County Heritage Center at Grand Avenue and West Park Street. Until construction is completed, office would be housed at the Spencer Chamber of Commerce at 122 West 5th Street in Spencer, Iowa.

Position will be under the supervision of a designated staff person from the Spencer Chamber of Commerce, with direction from the CCCVB Tourism Committee.

The tourism director will be responsible - but not limited to - duties listed in the job description.

Tourism Director Job Description & Requirements

Possess excellent speaking, writing, listening and leadership skills in addition to a positive attitude. Wear appropriate office attire for meeting and greeting the public and portraying a professional image.

This person must also possess excellent time management and organizational skills as well as being a self starter with the passion and drive to promote our area.

Work with and have knowledge of budgeting and accounting.

The candidate must also be proficient with many of today's design, layout and office software programs.

Individual must gain a general knowledge of Clay County and its communities as well as local hospitality services and regional attractions.

Candidate must possess the ability to perform multiple tasks in an environment of frequent interruptions.

Oversee the day-to-day operations of the Convention and Visitor Center along with working with volunteers.

Grow and cultivate tourism-related activities in the rural areas and communities within the county and identify contacts in each community.

Seek out and recruit groups affiliated with state, regional and national organizations to hold future meetings and activities in Spencer and/or county facilities.

Develop and design marketing strategies including, but not limited to, promotional materials, website, social networking, electronic media information and press releases.

Obtain grant monies where feasible to assist with promotional production and activities.

Represent Clay County, the rural area and its communities at tourism industry conferences and promotional events as well as serve as active participant at Western Iowa Tourism meetings and functions of which the CCCVB will be a member.

Keep track of data and provide representatives of the City of Spencer, Clay County, Spencer Chamber of Commerce as well as the Tourism Committee with regular budget – and activity – updates when requested by any of the above entities.