

## **TOURISM DIRECTOR**

The Tourism Director's role is to create and manage a comprehensive program of tourism development and promotion to establish Chippewa Falls and Chippewa County as a top destination for travelers. The Tourism Director leads the Tourism Division, which serves as the Destination Marketing Organization (DMO). The primary responsibility of the Tourism Director is to grow tourism-related revenues in Chippewa County through the effective use of strategic planning, leadership skills, community assets, industry knowledge, relationships, and evolving tourism practices.

### **Duties & Responsibilities:**

- Develop long-range strategic plan for marketing, sales, and promotion of the communities served to attract additional visitors
- Develop, implement and evaluate a marketing plan
- Create and manage the tourism budget
- Manage the destination brand, Go Chippewa County
- Oversee website, social media, and content writing
- Develop innovative strategic plan to drive growth on social media platforms
- Manage operations of Visitor Center including one full time position, seasonal interns, and volunteers
- Oversee design, advertisement sales and printing of marketing efforts
- Serve as staff liaison for various tourism-related commissions, boards, and advisory committees

### **Minimum Qualifications:**

- An associate's degree in marketing, public relations, journalism, advertising, business communication, hospitality, tourism or closely related field
- Any equivalent combination of education/experience that demonstrates the ability to perform the job duties and responsibilities.
- Exceptional verbal and written communication
- Organizational skills, including work prioritization and attention to detail
- Knowledge of effective marketing, public relations, and social media strategies
- Ability to complete projects accurately and within established deadlines
- Operational knowledge of MS Excel, Word and Outlook

### **Preferred Qualifications:**

- BS or BA degree
- Two years experience in related field
- Ability to identify trends and make strategic communications recommendations

Benefits: Pay \$43,000 to \$50,000 per year, compensation to commensurate with experience and education, paid time off, 401 (k) matching, dental insurance, vision insurance, accidental death and dismemberment insurance, and long/short-term disability.

The Tourism Director is a full-time, in person position and reports to the Chippewa Falls Area Chamber of Commerce President.

To apply, submit a resume and cover letter to [allyson@chippewachamber.org](mailto:allyson@chippewachamber.org). To ensure consideration, materials should be submitted by 5:00pm on March 26, 2023.

The Chippewa Falls Area Chamber of Commerce is an independent, non-profit and our mission is to improve the quality of life in our community by providing leadership to coordinate, support and promote the business interests of our membership. We are in the business of helping our local business community flourish. The continued development of Chippewa Falls' business community is incredible, and we work every day to create new opportunities for our members. As times change, we are fluid to fit the needs of our members. From creating new digital marketing opportunities to forming new versions of networking events and searching for solutions to business struggles, we continue to be a support system for our members.