



Marshall County Tourism Executive Director of Marketing Job Description

Position: Full-time; On-location

Compensation: Competitive salary based on experience

Mission: *To consult and collaborate with Marshall County businesses and organizations to increase interaction with visitors and promote overnight stays, fostering memorable experiences in our beautiful, historic county.*

Duties and Responsibilities:

Communication:

- Serve as the primary liaison between Marshall County Tourism and other organizations, including local government, business associations, and community groups.
- Develop and manage public awareness campaigns to promote Marshall County as a premier tourist destination.
- Work with local businesses and realtors to identify and reach targeted audiences.

Participation:

- Represent Marshall County Tourism on state and regional community boards, trade shows, and committees.
- Participate in training, workshops, and other educational opportunities to stay current on tourism trends and technology.
- Assist with grant applications that support tourism, arts, culture, and business development.
- Promote and market Marshall County through various media outlets, including social media, print, and electronic media.
- Host and participate in grant-funded events (as a priority) that attract visitors and promote tourism. This will include occasional evening and weekend hours with the ability to manage a flexible schedule.
- Attend monthly Visit Marshall County Board meetings

Content and Advertising:

- Regularly update social media platforms and create content for the website.
- Coordinate advertising efforts, including TV and radio commercials, print features, and online media.
- Design and update brochures, publications, and other promotional materials.

Administration:

- Implement programs and policies guided by the Board of Directors.
- Manage the day-to-day operations of the Marshall County Tourism office.
- Collaborate with the Board Treasurer to oversee financial operations, including accounts receivable, accounts payable, payroll, financial reporting, and budget preparation.
- Ability to work independently.
- Need to supervise administrative interns and volunteers as the role evolves.

Perform other duties as assigned by the Board of Directors.

Funding:

- Manage grants from municipal, county, and state funding sources and foundations.
- Experience using QuickBooks or an equivalent financial software.
- Develop and implement strategies to achieve revenue growth.
- Identify potential funding sources and apply for relevant grants.
- Provide regular updates to funding sources on the outcomes of events and services.

Experience in a Team Environment:

- Demonstrated ability to lead project teams, plan events, and work with diverse stakeholders.
- Excellent interpersonal and communication skills.
- Proficiency in using social media and other digital marketing tools.

Education:

- A college degree in a relevant field (preferred) or equivalent experience.
- Knowledge of tourism trends and technology.

Application Process: Interested candidates should submit a resume and cover letter detailing their background, skills, and experience, and explaining why they are interested in this position to VisitMarshallCo@gmail.com by June 15th. A portfolio of relevant advertising and marketing work is encouraged, but not required.