



Job Description
Hamilton County Tourism, Inc.
Vice President of Marketing & Sales

Department: Administration
Reports to: President & CEO
Job Classification: Exempt, Full-Time, Vice President
Work Environment: Hybrid – remote and office in Carmel, Indiana

About Hamilton County Tourism

Hamilton County Tourism, Inc. (HCT) is a 501(c)6 organization that promotes and encourages tourism and development of Hamilton County, Indiana, just north of Indianapolis. But we are so much more than that. We are place-makers, working with our community partners on product development initiatives. We are innovators and thought leaders, always thinking outside the box and one step ahead of what's around the corner. We are marketers, using sophisticated tools to share a simple message: [Hamilton County](#) is a premier destination for leisure, sports, business and beyond.

Position Statement

The Vice President of Marketing & Sales is an integral member of the executive management team, working closely with the President/CEO and Vice President of Finance. This position has a broad impact on the organization, influencing company-wide strategies and initiatives in marketing, meeting sales, and sporting events. This role drives tourism growth, increases economic impact, and builds brand equity while aligning with HCT's vision and long-range goals. Responsibilities also include establishing relationships and delivering key messages to partners and stakeholders.

Responsibilities:

Leadership & Team Management (40%)

- Work closely with the CEO and VP of Finance to design the organization's revenue strategies.
- Act as a key member of the senior leadership team with responsibilities and decision-making authority that ensures all operations are conducted ethically, legally, and in a manner that benefits the organization, mission, staff and stakeholders.
- Recommend enterprise-wide creative strategy ensuring innovation in thought and action.
- Foster a culture of accountability, results, innovation, intelligence, flexibility, stewardship, kindness, and collaboration.
- Align strategies so that departments work closely together to drive revenue growth. Bridge gaps to ensure a seamless customer experience.
- Set, monitor and approve department budgets and expenditures. Approve purchase requests, negotiate and approve contracts, allocate resources.
- Serve as mentor and coach to staff, particularly with regards to complex issues, major initiatives, professional development, and annual goal setting.
- Monitor and establish performance metrics and progress toward goals.

Marketing, Meeting Sales and Sports Strategy (35%)

- Set strategic direction for the marketing, meeting sales and sports departments to align with organizational priorities.
- Ensure the application of strong visual communication and design principles for creative branding and messaging across niche markets.
- Generate new ideas and approaches to marketing, sales and sports strategies fostering an environment where new ideas are encouraged.
- Guide an annual comprehensive marketing, sales and sports plan informed by market trends, research, and stakeholder alignment.
- Ensure departments meet or exceed goals in all areas. Monitor monthly for team reports, stakeholder reports, and make recommendations for shifts if needed.
- Analyze collected data to identify patterns, trends and insights to inform decisions and strategies.
- Clearly identify research questions and best methodologies to conduct studies and gain insights.
- Represent the organization and support staff at trade shows, industry events, networking meetings, site visits and sales missions as needed.
- Maintain a strong working knowledge of county hotels, attractions, meeting and sports venues and facilities.
- Maintain a deep understanding of sales, marketing and sports functions and industry trends.
- Build relationships with vendors and peers in these areas to ensure cross collaboration.

Stakeholder Engagement & Community Relations (20%)

- Cultivate positive relationships and serve as a key liaison with board members, elected officials, community organizations, and tourism industry partners.
- Advocate for HCT initiatives and educate stakeholders on the positive impacts of tourism.
- Serve as a public speaker at events and act as a liaison with media as needed.
- Summarize key data and research findings and present to stakeholders in a clear and concise manner.
- Promote and advance Hamilton County Tourism on the national level at events and industry conferences.

Other (5%)

- Participate in HCT-sponsored functions, staff meetings and project meetings as required by position or requested by President/CEO.
- Demonstrate a commitment to developing and embracing Hamilton County Tourism's core values—excellence, flexibility, collaboration, intelligence and community.
- Other duties as assigned.

Education & Experience

- Bachelor's degree in marketing, business, hospitality, or a related field (master's degree preferred).
- Minimum of 8 years of progressive leadership experience in marketing, sales, or destination management.

Requirements

- Strong understanding of destination marketing and sports commission trends, digital strategies, and sales techniques
- Proven success in managing marketing campaigns, media relations, sales strategies, and partnership development
- Creative thinker with the ability to generate innovative ideas and solutions
- Excellent leadership, communication, and relationship-building skills
- Experience in building, motivating, and guiding cross-functional teams
- Experience managing budgets and leveraging data-driven decision-making
- Professional demeanor and the ability to stay calm under pressure
- Capacity to manage multiple projects and tasks, with a mindset of adaptability/flexibility
- Comfort with technology and willingness to embrace new advances
- Ability to travel as needed for industry conferences and trade shows
- Valid driver's license or access to reliable transportation

How to Apply

Interested candidates should submit a resume, cover letter, and portfolio (if applicable) to careers@hamiltoncountytourism.com by May 30.

Hamilton County Tourism is an equal opportunity employer and welcomes everyone to our team.