



**City of Booneville**

**JOB TITLE: Main Street / Tourism Director**

**DEPARTMENT: Tourism**

**FLSA: Exempt**

**REPORTS TO: Mayor and Board of Aldermen**

**SUPERVISES: Administrative Assistant**

---

### **POSITION SUMMARY**

The purpose of this position is to execute the Marketing and Advertising for the City of Booneville. This position will facilitate an active relationship with hotels/restaurants and attractions within the City of Booneville. The work will involve marketing to stimulate economic development and promote tourism. Meets monthly with a tourism advisory committee and reports directly to the Mayor and Board of Alderman.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Work with the Main Street Committee, to develop strategies, programs, and policies to promote tourism.
- Develop and implement a tourism marketing plan for the City of Booneville working closely with hotels/motels, restaurants, and county attractions
- Maintain tourism budget
- Oversee creative message development
- Organize various media information and make affordable and effective media buys to promote tourism in Booneville, MS

- Oversee design/printing of marketing publications
- Plan new research-based advertising strategies for current and subsequent years that will increase leisure travel market share.
- Develop relationships with national, international and regional tourism departments based on publications and writers, tour operators and travel agents.
- Prepare and release press kit to media; build campaigns and stories for unique selling points
- Implement cooperative advertising programs integrating the tourism related segments that exist in Booneville, MS (merchants, food/lodging, the Arts, recreation, state parks and the fairground)
- Promote attractions and community events to visitors
- Contribute to and monitor the flow of new web content. Coordinate with the web maintenance provider to create a bi-monthly report of the effectiveness of the website.
- Provide education program for hotel/motel personnel on attractions/events in Booneville, MS
- Gather data and prepare annual tourism situational analysis for the Main Street Committee, the Board of Alderman and the Chambers and Downtown Association
- Participate in radio talk shows; provide current and updated information to the press.
- Represent the City in joint sessions to establish regional tourism activities; serve local committees that enhance tourism and foster economic development.
- Attend meeting, seminars, conventions, and workshop to further knowledge, stay informed of the changes in the tourism industry, and exchange information.
- Coordinate special events
- Prepare and deliver presentations to both local and regional civic and governmental organizations on Tourism.
- Design, develop and implement in service training programs for staff volunteers.
- Prepare monthly reports on ad negotiations and placements, basic Inquiry data and creative initiatives as well as activities of the Tourism Manager. Keep updated advertising history files and archives ad materials. Collect necessary and pertinent travel research and report findings.

## **MINIMUM EDUCATION AND EXPERIENCE**

### Minimum Education

Education: Preferred Bachelor's degree Marketing, Public Relations, or related field

Experience (yrs.): Two (2) years' experience in marketing or public relations work; or any combination of training and experience which provide the required skills, knowledge and abilities.

Substitutions Allowed for Education: None

Substitutions Allowed for Experience: Any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Knowledge of Tourism industry
- Knowledge of Booneville City/Prentiss County area
- Must be a self-starter with the ability to work with volunteers
- Must be computer literate
- Experience in marketing presentations
- Able to design and compose publications
- Accountability criteria
- Implementation of marketing plan
- Presence at community events
- Attendance at Chamber events
- Hotel/Attractions partnership is maintained
- Marketing/Chamber publications are coordinate/streamlined
- Publicity generated for Booneville City as a tourism destination
- Increase hotel lodging Tax

- Existing knowledge of the geographic layout of the City, including tourist attractions is desirable as well as knowledge of the tourist attractions of the surrounding areas.
- Familiarization with the available resources of the County and the surrounding region is also considered a plus.
- General knowledge of modern office practices, procedures, equipment, modern accounting and bookkeeping methods, policies, procedures, and practices is a necessary skill set.
- Working knowledge of the principles and practices of supervision and the ability to supervise a small group of employees is necessary attribute.
- The ability to communicate effectively in an oral and written form is mandatory.
- The successful applicant must be capable of exercising independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with the business and Industrial representatives, government officials and the general-public.

## **PERFORMANCE APTITUDES**

- **Data Utilization**: Requires the ability to review, classify, categorize, prioritize, and/or analyze data. Includes exercising discretion in determining data classification, and in referencing such analysis to established standards for the purpose of recognizing actual or probable interactive effects and relationships.
- **Human Interaction**: Requires the ability to provide guidance, assistance, and/or interpretation to others regarding the application of procedures and standards to specific situations.
- **Verbal Aptitude**: Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.
- **Mathematical Aptitude**: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

- Functional Reasoning: Requires the ability to apply principles of rational systems; to interpret instructions furnished in written, oral, diagrammatic, or schedule form; and to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.
- Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving evaluation of information against measurable or verifiable criteria.

### **ADA Compliance:**

- Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station.
- Sensory Requirements: Some tasks require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.
- Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

***The above essential duties are representative of major duties of positions in this position. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned to the above consistent with the knowledge, skills, and abilities required for the job. Not all of the duties may be assigned to a position.***

***The City of Booneville, Mississippi, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.***