

## JOB DESCRIPTION

**Job Title:** Tourism Recruitment Manager

**Reports To:** GMACC President / CEO

**Job Status:** Exempt / Salaried

**Currently Held By:**

### **Position Summary:**

The Tourism Recruitment Manager (TRM) is primarily responsible for the recruitment of conventions, trade shows, meetings, family and group tours, and other events of all sizes to Muskogee. The TRM attends trade shows outside of the Muskogee area and in other states to promote Muskogee as a tourist destination. This position is also responsible for the collection, organization and presentation of important data and analytics associated with tracking and documenting tourism trends and outcomes. The TRM provides general support to the Tourism Director in marketing, social media, community relations and for all initiatives, activities and programs designed to increase tourism for Muskogee.

### **Duties & Responsibilities**

#### Information and Analytics – 25%

1. Tracks visitor data, tax collection data, and other pertinent statistics and information related to tourism and ensures updated and proper software and collection systems are in place;
2. Provides monthly reports of all tourism data;
3. Provides oversight to the Tourist Information Centers by working with the Communications Coordinator to ensure effectiveness and efficiency;
4. Works with hotels and lodging groups to collect and track important visitor information data;
5. Performs program evaluation and measurement for tourism outcomes;

#### Convention Recruitment and Hosting- 40%

6. Conducts research in order to actively and effectively pursue conventions and other activities to come to Muskogee;
7. Recruits associations and other organizations to “sell” and promote Muskogee as a destination for conventions and other tourism business;
8. Assists with planning and hosting groups in Muskogee as needed and requested;
9. Develops itineraries and materials for group tours and conventions;
10. Attends selected trade and sport shows, including set-up and tear-down of booth, to exhibit promotional materials designed to attract tourists and conventioners to the area;

#### Marketing and Public Relations – 10%

11. Works within the scope of the Tourism contract to assist the Tourism Director with Tourism marketing and promotions via media, writing and design of articles and ads, design of print

materials, broadcast announcements, obtaining photographs, writing press releases, and other miscellaneous media;

12. Assists the Tourism Director in maintaining and ensuring positive relations with local hoteliers, attractions and event staff, as well as other key stakeholders in Muskogee's tourism industry;

#### Web Site and Social Media- 25%

13. Manages and updates the Community Calendar; including the conducting research for event information to include on the calendar, inputting data for events and editing information submitted by others, and/or working with contracted agents to do so;
14. Works with contracted agencies to monitor and maintain Muskogee Tourism's social media presence on a daily basis, including posts, providing photos, contests and other paid ads, in keeping with the social media strategy as developed by the Marketing Team;
15. Assists in responding to social media inquiries or posts that require acknowledgement; communicates concerns and pertinent information from social media to the Tourism Director or President / CEO;
16. Responsible for the creation and distribution of the weekly "Fun Things To Do This Week" email blast, and/or working with contracted agents to do so;

#### Other

17. Attends Tourism Board meetings and makes reports on an as needed basis or as requested by the Tourism Director;
18. Attends additional meetings and Tourism functions as directed by the Tourism Director or President / CEO;
19. Other duties as assigned by the Tourism Director or President/CEO.

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#### **Minimum Requirements:**

- A strong work ethic and the ability to complete work without constant supervision.
- Experience in working to meet specific goals and deadlines.
- Excellent customer service skills.
- Sales experience and/or the ability and willingness to make "cold" calls for tourism purposes.
- Proficient and willing to use all types of social media on behalf of Muskogee Tourism.
- Excellent written and oral communication skills.
- Proven ability to work with people in person, one-on-one or in groups, on the phone and via email.
- Ability and willingness to work in a collaborative and team environment.
- The ability to work outside of general office hours on an as needed basis.
- Must be organized and have the ability to manage multiple projects simultaneously.
- Basic Microsoft Office and computer skills and the ability to learn and manage membership software.
- Experience and proficient knowledge of Adobe InDesign and other graphic design programs helpful.
- A general working knowledge of chambers of commerce is helpful but not required.
- A valid driver's license and liability insurance is required.
- College degree preferred but not required. Experience working in tourism, sales, marketing or related fields required.