



Great Lakes Inter-Tribal Council (GLITC) is looking to contract an Executive Director for Native Tourism of Wisconsin (NATOW).

This is a full-time, contracted position with no benefits. A 1099 will be distributed annually. You must be able to travel throughout the state of Wisconsin and have the ability to perform administrative duties with reasonable accommodations. There will be an interview conducted with best qualified candidates only. Please submit a detailed CV or letter of interest and resume to HR@glitc.org no later than 2/7/2020 to be considered.

The Executive Director will have the following plan of work:

- Develop a Marketing Plan to promote Native American Tourism in Wisconsin that aligns with the current Tourism statewide marketing plan and target markets.
- Coordination of Wisconsin's eleven sovereign nations in support of the Plan of Work.
- Support of the marketing initiatives of individual tribal entities and partners.
- Education of tribal partners on Native American tourism trends and best practices.
- Coordination of an annual Native Wisconsin Tourism Conference for the purpose of education and networking for tribal partners and stakeholders.
- Manage media relations that secure coverage of Wisconsin's Native American tourism products/ experiences in local, state, regional, national and international printed publications, television stations, website and offer an opportunity for earned media for the tribes.
- Host familiarization (FAM) tours for media wishing to visit and experience Native Wisconsin.
- Track media coverage.
- Provide support to the appointed tribal tourism marketing representative from one of Wisconsin's eleven tribal nations that will serve on the Governor's Council on Tourism.
- Provide specialized knowledge of Native American tourism to Tourism as needed to provide the Services required under this Agreement.
- Attend the annual Wisconsin Governor's Conference on Tourism (WIGCOT) and deliver, upon request, specialized knowledge on Native American tourism through programs, roundtables, breakout sessions, informal small group discussions and other methods deemed necessary to educate industry partners.
- Maintain and manage a Native Wisconsin tourism website and affiliated social media channels.
- Provide content for Native American tourism marketing in partnership with Tourism for use on TravelWisconsin.com and other related media channels.

- Coordinate sponsorships and promotions in partnership with Tourism that support the Marketing Plan.
- Develop and distribute publications to promote Native American tourism through direct fulfillment, consumer shows, and tribal businesses, and Wisconsin visitor information centers in partnership with Tourism.
- Manage promotion and administration of the Tribal Tourism Assistance Grants ("TTAG") providing up to \$5,000 in funding for individual tribal tourism marketing initiatives such as, but not limited to, event promotion, Native American destination marketing campaigns, and marketing research initiatives which align with GLITC's marketing plan. Each tribe is eligible for one TTAG per fiscal year.
- Provide oversight and of board approved NATOW budget.

Exhibit knowledge in the following areas:

Ten or more years' experience in tourism/economic development projects supervision and administration, program evaluation with a **Bachelors'** in tourism, economics, commerce, communications, business or public administration or related field. and community needs assessment preferred or an acceptable combination of relate education and experience. Working experience desired with a Native American Tribal organization and/or not-for-profit agency. Grant writing and /or fundraising experience required. Individual must possess: excellent verbal and written communication skills; professional demeanor and appearance excellent problem solving skills; ability to manage time effectively; ability to prioritize multiple projects; self-motivation skills; work effectively under pressure; ability to build positive work relationships with internal and external customers; ability to interact professionally with a wide variety of people and ability to maintain confidentiality. Individual must be able to apply advanced reasoning skills to problem solving and use basic and advanced mathematical skills. Must possess valid driver's license and/or have reliable transportation with adequate insurance and ability to travel. Must be computer literate and have skills in website maintenance and design.

Maximum contract amount for completion of all deliverables is \$5,835 per month. Contractor will be compensated monthly upon submission of reimbursement forms.

Please submit CV or letter of Interest and resume to HR@glitc.org or send to HR Department, Great Lakes Inter-Tribal Council, PO Box 9, Lac du Flambeau WI, 54538. Only those offered an interview will be contacted. **Applications accepted until 2/7/20 at 4:30pm.**