

## **Tourism & Economic Development Specialist**

### **Job Description**

**Position Summary:** The Tourism & Economic Development Specialist is responsible for developing and promoting tourism opportunities in Lawrence County and assisting chamber and economic development efforts as a supporting staff member.

#### **Duties of Position**

##### **Tourism**

1. Serves as the paid, full-time, servant-leadership-minded point of contact for Lawrence County Tourism (LCT), a function of the Lawrence County Chamber of Commerce.
2. Works with Lawrence County and its municipalities, the State of Tennessee Department of Tourist Development, the South Central Tennessee Tourism Association, the Americana Music Triangle, Natchez Trace Compact and other partner organizations to promote LCT.
3. Plans and manages LCT-focused events that create greater awareness of and interest in primary LCT attractions, including the Amish community, music, museums, David Crockett State Park, Laurel Hill Wildlife Conservation Area and the Natchez Trace, among others.
4. Creates and maintains a database of LCT assets (attractions, lodging, restaurants, unique shopping, etc.).
5. Coordinates cross promotions between LCT assets to extend the amount of time spent by tourists in Lawrence County.
6. Develops a LawCo Certified Tourism program/designation that offers customer service training to management & staff of LCT assets.
7. Creates and maintains a See LawCo presence in social media (including but not limited to FaceBook, and Instagram).
8. Develops content for use in LCT promotion on Chamber website and in marketing materials, including capture of visitor testimonials.
9. Identifies grant opportunities to develop LCT, serve as lead for application, coordination and execution of grants to grow LCT infrastructure, assets and promotion.
10. Coordinates and publish/distribute an annual, comprehensive, countywide community events calendar. Work with Lawrence County, its municipalities and organizations to use the resources of the Lawrence County Chamber of Commerce to promote events and LCT assets/attractions.
11. Operates the Lawrence County Welcome Center out of the Chamber of Commerce, with the goal of locating and operating a separate welcome center with volunteer staff.
12. Forms an LCT Advisory Council, incorporating key-stakeholders, including merchants, to create greater participation in and ownership of LCT development.
13. Builds strong, productive relationships with public and private agencies at the city, regional, and state levels; coordinates public presentations to civic and other

groups to promote awareness of/participation in LCT development efforts; establishes strong media relationships to maximize effective communication.

14. Applies for and administers grants and grant programs; pursues other funding opportunities to include corporate and individual donations and government support.
15. Develops and conducts ongoing public awareness and educational programs through multiple media outlets; coordinates promotional activities and events, ensuring the continuation and development of effective publicity; creates opportunities for joint advertising; oversees the production of informational and promotional materials.
16. Develop and maintain a corps of LCT Volunteers to support LCT efforts.
17. Assists Lawrence County and its municipalities in planning, hosting and promoting community-enhancing existing events such as the James D. Vaughn Festival and creates future events to increase visitor traffic/revenue. Creates an annual signature LAWCO event that differentiates our community. Work with business and industry to sponsor and otherwise support LAWCO tourism development efforts.
18. Promotes LCT developments and successes through local, regional and national media.

#### Economic Development

1. Assists the Chamber President & CEO, Economic Development Project Manager and other staff in managing day-to-day needs.
2. Serves as a Lawrence County economic development representative when situations/schedules necessitate additional staff resources.
3. Assists in the application, coordination and execution with regards to economic development grant opportunities.
4. Assists in research and development of presentations, marketing materials and other economic development information needs.

#### General

1. Exemplifies the positive tone and attitude of the progressive and growing Lawrence County Chamber of Commerce.
2. Works with the Director of Chamber Services and other Chamber staff to serve existing and potential future members, as well as the community at large.
3. Participates in the planning and execution of all Chamber events and professionally represents the Chamber of Commerce at all times.
4. Other duties as assigned.