

Tourism Director / Event Recruiter Job Description

Term:

- Contract renewed for a one-year term beginning February 1, 2024 – January 31, 2025
- Candidates must live within 50 miles of Nauvoo or be willing to relocate

Duties: Assist the City in fulfilling its mission of promoting Nauvoo as a travel destination with the primary objectives of:

1. Increasing the revenue of overnight stays
2. Increasing retail sales
3. Expanding the tourism season
4. Attending meetings of regional and state strategic partnerships and related organizations
5. Assist in the procurement of grants
6. Recruit and promote events
7. Performing administrative tasks and other tasks requested by the Hotel/Motel Tax Board and the City
8. Oversee and assist the Social Media Specialists

Responsibilities:

1. Distribute information to visitors, tour groups, etc.
2. Network with local, regional, state, and national businesses, groups, and organizations to promote tourism
3. Develop a tourism marketing plan – print, radio, TV, website, social media, etc.
4. Develop and implement an event recruitment plan
5. Recruit and coordinate volunteers and their activities
6. Maintain tourism budget
7. Provide a monthly report of all activities to the Hotel Motel Tax Board
8. Attend monthly Chamber of Commerce meetings

Suggested Time Schedule

Advertise the Job – 6-8 weeks – Mid October to Mid December

Resumes Due to the City – December 15th

Interviews – Start January 8th

Recommendations to the City Council – February City Council Meeting

Salary Range – to be discussed - \$3,500 per month (plus incentives) as an independent contractor

All resumes should be sent to:

Nauvoo City Clerk

Tourism Director / Event Recruiter

60 N Bluff Street

Nauvoo, IL 62354

nauvoocityclerk@mchsi.com