



SHELBYKY
TOURISM

President and CEO

of ShelbyKY Tourism Commission & Visitors Bureau

We are seeking a self-motivated & dynamic President & CEO to manage operations and activities for the DMO (destination marketing organization) including strategic planning, budgeting, marketing, events promotion and supervision of staff, consultants and agencies. All programs of the Commission are designed to position Shelbyville & Simpsonville as a premier, year-round destination by attracting leisure, group and international visitors. This individual must have excellent interpersonal and communication skills.

RESPONSIBILITIES

Under the policy direction of the Tourism Commission's Board of Directors, the CEO manages operations and activities for the DMO (destination marketing organization) including strategic planning, budgeting, marketing, events promotion and supervision of staff, consultants and agencies. All programs of the Commission are designed to position Shelbyville & Simpsonville as a premier, year-round destination by attracting leisure, group and international visitors. This position requires commitment to working with the Board of Directors to establish and achieve short and long-term goals. The CEO provides leadership for ethical and effective operations and assures activities of the DMO follow established policies and function within the bylaws and legislation. In addition, the CEO is responsible for monitoring industry trends and leveraging those insights while also advocating for the tourism industry at local, state and federal levels. Furthermore, the CEO is the partnership liaison and community relations ambassador.

**TO APPLY: Email resume and cover letter to
VisitShelbyKy@gmail.com no later than February 14, 2020.**

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