

GEARY COUNTY POSITION DESCRIPTION

Position: Destination Promotion Specialist

Reports To: CVB Director

Department: Convention & Visitor's Bureau (CVB) **FLSA:** Non-Exempt

POSITION PURPOSE:

The Geary County Convention and Visitors Bureau is a department of Geary County government responsible for promoting Geary County as a destination and increasing leisure, meeting, convention, sports and group travel to the area. The Destination Promotion Specialist is responsible for representing Geary County at trade shows, conferences, and industry events to generate group business and tourism. This role emphasizes travel, relationship-building, and direct sales efforts to attract visitors, meetings, and events to the area. The position also supports marketing initiatives that complement these sales activities.

The Destination Promotion Specialist is responsible for increasing visitation and overnight stays through proactive group sales, planner outreach and consistent destination marketing. The position identifies and pursues meetings, conventions, motor coach tours, sports groups, reunions, faith-based travel and other group opportunities while managing the CVB's social media, email marketing, graphic design and visitor-facing promotional content.

DUTIES AND RESPONSIBILITIES

The duties described below are indicative of what the Destination Promotion Specialist may be asked to perform. This position description is not designed to list all tasks and responsibilities of this position. Geary County reserves the right to revise or change job duties as the need may arise. The employee works under the direction of the CVB Director but performs assigned responsibilities with a substantial degree of independence. The Destination Promotion Specialist is expected to independently manage prospecting, lead follow-up, planner communication, marketing calendars, campaigns and routine project decisions within the strategic direction and policies established by the CVB Director.

ESSENTIAL FUNCTIONS:

1. **Ability to serve as an enthusiastic and credible ambassador for** Geary County, its communities, attractions, events, and visitor experiences in a positive, professional, and authentic manner.

2. **Develop and manage group business for Geary County** by researching, contacting, and following up with prospective meetings, conventions, motorcoach tours, sports groups, reunions, faith-based organizations and other group travel markets.
3. **Coordinate with hotels, venues, attractions, restaurants and other tourism-related businesses** when gathering information or preparing responses for prospective groups.
4. **Maintain accurate records** of sales activity, planner communication, proposals, bookings, lost business, estimated attendance and room nights.
5. **Develop, manage and execute the CVB's destination marketing and content calendar and communication channels** in coordination with the CVB Director and established organizational priorities.
6. **Create and coordinate marketing content and materials**, including graphics, advertisements, blogs, sales materials, brochures, visitor-guide content, photography and video.
7. **Conduct research and evaluate performance** by monitoring travel trends, target markets, sales activity, website traffic, social media, email and advertising results, and providing regular reports and recommendations to the CVB Director.
8. **Represent the CVB professionally** at trade shows, sales appointments, community events, presentations and tourism-industry activities, which may occasionally require travel or work outside normal office hours.
9. **Prepare and use available data and performance results** to recommend improvements to future sales and marketing activities.
10. **Maintain positive and professional relationships** with visitors, meeting planners, tourism partners, County employees, vendors and members of the public.
11. **Must have and maintain a valid driver's license** and the ability to legally operate a motor vehicle in the state of Kansas and other areas as directed.

MARGINAL FUNCTIONS:

1. Plan and execute initiatives to reach target audiences through appropriate channels such as social media, e-mail, and TV.
2. Work with schools, universities, and online influencers to produce rich, sharable content that inspires travel to our area
3. Assist in analyzing marketing data such as campaign results, conversion rates and traffic to help shape future marketing strategies.
4. Performs additional duties as requested/assigned.

SUPERVISION/ACCOUNTABILITY:

This position often works independently but also completes projects with direct supervision from the CVB Director. May work in coordination with other CVB staff as well as CVB Advisory Board Members. This employee has no supervisory responsibilities. Employee is directly responsible for departmental equipment and resources but does not participate in the annual budget process. Employee is responsible for daily record keeping for cost accounting purposes.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required at the time of hire and/or for the continuation of employment.

Demonstrated enthusiasm for promoting Geary County and the ability to represent the destination positively, professionally and authentically to visitors, meeting planners and the public.

Education/Experience

High School Diploma, GED, or equivalent required. Bachelor's degree in marketing, hospitality, or related field preferred. Minimum of two (2) years' experience in sales, marketing, hospitality industry, or similar role required. An equivalent combination of education and experience meeting the requirements may be considered.

SKILLS AND ABILITIES

- Excellent networking and relationship-building skills.
- Ability to manage travel schedules and adapt to changing priorities.
- Ability to travel frequently (including overnight stays and weekends).
- Strong interpersonal and presentation skills; comfortable speaking to groups.
- Proficiency in Microsoft Office and CRM tools.
- Professional demeanor and strong communication and written skills for marketing materials and public engagement.
- Self-motivated and results-driven with attention to detail.
- Experience in communications, public relations and advertising preferred.
- Extensive knowledge of office procedures and marketing/promotion skills
- Proficiency in digital tools, social media and content creation for tourism promotion
- **Detail oriented and able to work independently and collaboratively.**
- Ability to take control of situations in a responsible manner.
- Ability to comprehend, retain and apply County, State, and Federal policies and legislation, i.e. local resolutions and ordinances, procedure manuals, warning labels, etc.
- Ability to communicate in both written and verbal form.
- Ability to maintain a positive work atmosphere by acting and communicating in a professional and friendly manner with customers, citizens, co-workers, and supervisors.
- Ability to perform basic mathematical calculations.
- Ability to communicate and convey information regarding policies and processes to others in both written and verbal form.
- Ability to respond to complaints and grievances posed by others.
- Ability to define problems and deal with a variety of situations.
- Ability to think quickly, maintain self-control, and adapt to stressful situations.
- Ability to use good judgment and effectively solve problems.

EQUIPMENT KNOWLEDGE REQUIRED

- Able to operate various types of equipment – standard office equipment, computer, and advanced knowledge of Microsoft Office software including Word and Excel, as well as marketing software and other applications.
- Other equipment could be required.
- Must have and maintain a valid driver's license, and otherwise be able to operate a motor vehicle legally and safely in the State of Kansas.

PHYSICAL AND WORK ENVIRONMENT

The physical and work environments described are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

- The duties of this job include physical activities such as stooping, kneeling, standing, reaching, walking, lifting and/or moving (up to 50 pounds), grasping, talking, hearing/listening, seeing/observing, and repetitive motions.
- Specific vision abilities required by this job include close, distance and peripheral vision; depth perception; and the ability to adjust focus.
- Works primarily in an office setting, with significant travel required (up to 50% or more). Office-based work when not traveling, including providing clerical and administrative support for the CVB.
- Assist with reporting and project tracking.
- Assist with ad, digital, social media design and other special projects.
- Due to the volume, scope, and size of County operations, as well as the nature of public service required, **full-time regular and dependable attendance is essential.**

APPROVALS:

CVB Director

Date

Human Resource Director

Date

EMPLOYEE REVIEW: I have read the above and understand that it is intended to describe the general content of and requirements for performing this job. It is not an exhaustive statement of duties, responsibilities, or requirements. I have been given a copy of this description. I understand this position description does not constitute a written or implied contract of employment.

Incumbent's Signature

Date