Orange City Tulip Festival & Chamber of Commerce Job Description

Tulip Festival and Community Tourism Director

JOB SUMMARY
Under general administrative direction, is responsible for planning, promoting, and overseeing tourism activities and operations including event promotion, sales and services in order to attract visitors to Orange City and the annual Tulip Festival within a 250-mile radius of Orange City.

ESSENTIAL JOB FUNCTIONS
This position reports to the Chamber Executive Director and the Tulip Festival Executive Committee. Under limited direction and supervision, the director will perform event promotion and sales efforts designed to generate visits to Orange City and the annual Tulip Festival—including visitor information stops, overnight visits and extended stays.

This position will be responsible for providing support, direction, oversight, and assistance to the Tulip Festival Executive Committee, Tulip Festival Sub-Committee chairs and the various Chamber committees.

Duties include:

Tulip Festival related:
- Promote the annual Tulip Festival throughout the year through promotion of the event at local, regional, state, and national tourism organizations and conferences
- Provide support for Tulip Festival Steering Committee including communication with Committee chairs, setting agenda items, preparing presentations, and organizing, and distributing meeting materials
- Develop, manage, and implement “stay and play” packages that promote the Tulip Festival throughout the year.
- Act as the Tulip Festival’s representative in matters pertaining to various tour and travel associations and other similar organizations.
- Develop and promote large group tours for the annual Tulip Festival
- Manages and participates in the development and administration of the departmental budget and all bookkeeping areas for the Tulip Festival
- Attends Tulip Festival and Chamber group meetings and takes necessary action regarding agenda items

Orange City Tourism related:
- Promote Orange City as a destination throughout the year through promotion of the event at local, regional, state, and national tourism organizations and conferences
- Provide support for Chamber meetings, including communication with Committee chairs, setting agenda items, preparing presentations, and organizing, and distributing meeting materials
- Develop, manage, and implement “stay and play” packages as well as “wedding amenities” packages that promote Orange City, the PWEC & Orange City Hotels throughout the year
- Maintain a high degree of knowledge of existing Orange City tourism opportunities through frequent visits to facilities
- Initiates and maintains close regular contact with Orange City merchants to implement shopping and dining incentives, welcome signage and in-store events
- Act as the Chamber’s representative in matters pertaining to various tour and travel associations and other similar organizations.
- Develop and promote large group tours for off-season visits to Orange City
- Attends Tulip Festival and Chamber group meetings and takes necessary action regarding agenda items
PWEC & partnerships with Orange City Hotels:
- Develop, manage, and implement “stay and play” packages as well as “wedding amenities” packages that promote Orange City, the PWEC & Orange City Hotels throughout the year
- Act as the Orange City’s representative in matters pertaining to various tour and travel associations and other similar organizations to promote Orange City as a destination and option for tourism related meeting’s and visits
- Develop and promote large group & bus tours for the annual Tulip Festival & off-season tours to Orange City
- Work closely with PWEC and management of the local Hotels to provide visitors and attendees of events other options for recreation and event activities in Orange City during their stays
- Propose for this position to serve on the PWEC advisory board to assist in promotion of events

Tourism Promotion of Orange City amenities:
- Maintain working rapport with motel management, merchants, attraction owners and operators, restaurateurs and their respective associations or organizations, encourage and develop participation in Tulip Festival and tourism promotions and tie-ins
- Maintain a high degree of knowledge of existing Orange City tourism opportunities through frequent visits to facilities
- Initiates and maintains close regular contact with Orange City merchants to implement shopping and dining incentives, welcome signage and in-store events
- Act as the Orange City’s representative in matters pertaining to various tour and travel associations and other similar organizations to promote Orange City as a destination and option for tourism related meeting’s and visits
- Coordinates volunteer attendance at trade shows, industry meetings, sales efforts and bid presentations to promote the Tulip Festival and Orange City
- Develop group tour visits during the annual Tulip Festival and Orange City that includes overnight accommodations and personal guided visits and tours of Orange City’s cultural heritage amenities
- Performs related duties and fulfills responsibilities as required

EDUCATION AND EXPERIENCE
Two year or more of higher education experience
Experience with the history, organization, and importance of the Tulip Festival and activities that relate to Orange City
Or equivalent combination of education and experience

LICENSES OR CERTIFICATES
Valid Class “C” Iowa Driver’s License.

KNOWLEDGE, SKILLS AND ABILITIES
Ability to establish and maintain effective working relationships with Chamber members, Tulip Festival Steering Committee members, community groups, the general public and media representatives.
Ability to provide administrative and professional leadership and direction to volunteers.
Ability to communicate clearly and effectively, both verbally and in writing.
Knowledge of components of the travel industry, including visitor demographics.
Knowledge of principles, practices and methodologies of advertising, public relations and sales.
Skill in operating a personal computer and utilizing rudimentary software.
Ability to prepare and administer a departmental budget, and allocate limited resources in a cost-effective manner.
Ability to prepare and present clear and concise administrative and financial reports.
Ability to develop a comprehensive promotion strategy for the tourism operations.

PHYSICAL DEMANDS AND WORKING CONDITIONS
Physical requirements include visual acuity, speech and hearing, hand and eye coordination and manual dexterity necessary to operate computer keyboard and basic office equipment. Subject to sitting and standing to perform the essential job functions. Working conditions are in an office environment. Ability to perform some manual lifting tasks.