



- Track approved grant projects, and make sure follow-up reporting and additional information is provided.
- Maintain a database of all grant applications.
- Post all HCTC board information to the Tourism website.

### **Visitor Center**

- Serve as the primary contact in the Hancock County Visitor Center ó assisting with requests for information and assistance with all walk-ins, telephone calls and emails.
- Responsible for maintaining the information in the Visitor Center including all of the display materials ó including brochures, booklets, maps, and guides. This includes maintaining the appearance of the outside sign board and brochure racks.
- Maintain inventory of office, building and janitorial supplies and make purchases when necessary.
- Supervising any volunteers and/or interns who are working in the Visitor Center.
- Responsible for the basic upkeep and daily cleaning of the building: taking out the trash, dusting, sweeping the floors, cleaning the sidewalks from snow, and picking up trash left by others outside.
- Report any sort of repair needs or building maintenance issues to the Hancock County Visitor's Bureau (who owns the building).
- Coordinate with the HCVB to accomplish the facilitation of any repairs or maintenance that needs to be done.
- Supervise the use of the Visitor Center conference room by outside sources.

### **Staff**

- Responsible for recruiting, directing and supervising all of the volunteers and interns of the Hancock County Visitor Center.
- Interview and review any prospective persons wanting to work in the Hancock County Visitor Center.
- Supervise and monitor workflow, and dissemination of information.

### **Marketing**

- Supervise the formation of and/or create print and graphics design projects including brochures, advertisements, and any other media/publicity/advertising activities regarding Hancock County Tourism.
- Photograph a variety of events and activities in Hancock County.
- Write and create press releases and other written documents.
- Maintain and update the Hancock County Tourism website.
- Create a presence on social media for Hancock County tourism.
- Develop and supervise plans to promote Hancock County as a visitor destination at conventions and trade shows.
- Collaborate with the county's hotels, and bed and breakfasts to promote Hancock County for overnight visitors.
- Generate new contacts/companies to further promote Hancock County.
- Develop and supervise plans and procedures to disseminate information about facilities, tourist attractions, and local fairs and festivals to the greater public.

- Collaborate with other local county and state tourism organizations to create new tourism programs and publicize the existing tourist attractions, hotels, and events more fully.
- Seek opportunities to speak about the tourism industry with the public in Hancock County and surrounding counties.
- Organize activities and promotions for annual events such as the Riley Festival, the Hancock County 4-H Fair, New Palestine's Summerfest, Shirley's Founders Day, etc.
- Make information on Hancock County available in places inside and outside of the county including: welcome centers, hotels, chambers of commerce, and other tourism offices and local attractions.

### **Finances:**

- Responsible for monthly financial reports to the HCTC on spending for Tourism activities.
- Work with the HCTC board in developing an annual budget for the Tourism Commission, which would include the entire marketing and advertising budget and operation needs for the Visitor Center.

### **Representation**

- Maintain memberships in the Indiana Tourism Association.
- Actively participate in the ITA convention and annual meeting.
- Network with directors of other county tourism offices and county visitor bureaus, chamber of commerce, main street organizations and economic development offices in the State of Indiana.
- Be aware of legislative issues at the state and federal levels that affect the tourism industry. Stay educated on tourism trends.
- Represent Hancock County Tourism at local, state, and regional functions.
- Represent the HCTC on an as needed basis by direction of the Tourism Commission.

### **I. Job Requirement**

- Bachelor's degree from an accredited college or university, with previous knowledge of Hancock County, its history, amenities and related fields.
- Must be at least 21 years of age.
- Ability to meet all employer and department hiring requirements, including passage of a background investigation and drug test.
- Thorough knowledge of marketing, advertising, publishing, or public relations.
- Ability to create written materials, print-quality photographs, and graphic design projects.
- Superior knowledge of Standard English grammar, spelling and punctuation, and ability to create written reports as required.
- Knowledge of grant writing and the ability to assist with the grant application process.
- Knowledge of computer programs, including Microsoft Word, Excel, Access, and Powerpoint, Adobe Photoshop and/or Adobe InDesign.

- Ability to operate a camera - preferably a 35mm ó and to be able to transform and edit pictures.
- Knowledge of social media including Facebook, Instagram, Twitter ó specifically how to use this platform to promote tourism to the county.
- Ability to update and modify a website.
- Ability to manage the Visitor Center, supervise volunteers, greet the public, and provide assistance as needed.
- Ability to supervise volunteers of all ages and abilities, including providing direction and clear instructions on job assignments.
- Ability to effectively communicate orally and in writing with co-workers, other County departments, various committees, the HCTC, and the public, including being sensitive to professional ethics, gender, cultural diversities, and disabilities.
- Ability to properly operate standard office equipment, including computer, calculator, fax machine, copier, and telephone.
- Ability to provide public access to or maintain confidentiality of department information and records according to state requirements.
- Ability to comply with all employer and department policies and work rules, including, but not limited to attendance, safety, drug-free workplace, and personal conduct.
- Ability to work independently with minimum supervision and with others in a team environment, and work rapidly for long periods of time, occasionally under time pressure.
- Ability to apply knowledge of people and/or locations who can assist in achieving project goals ó this includes design and development, production companies and publicity firms.
- Ability to plan and present public speaking presentations, and special events.
- Ability to understand, memorize, retain, and carry out written and oral instructions, and present findings in oral or written form.
- Possess strong interpersonal relationship skills.
- Ability to perform light building and grounds maintenance.
- Ability to work extended and/or irregular hours, including some evenings and weekends.
- Ability to travel out of town and stay overnight on tourism business.
- Provide own transportation.

## **II. Difficulty of Work:**

Incumbent's duties are broad in scope and involve many variables and considerations. Majority of duties are performed within clear and well-defined guidelines that are applied to specific tasks. Incumbent exercises judgment in interpreting precedents and applying specialized knowledge to varying situations.

## **III. Responsibility:**

Incumbent ensures proper implementation of assigned tasks with work primarily reviewed for attainment of objectives, technical accuracy, and compliance with department policies. Unusual situations are discussed with County Commissioners at incumbent's discretion.

**IV. Personal Work Relationships:**

Incumbent maintains frequent contact with co-workers, other County departments, various committees, and the public for purposes of exchanging information, ensuring compliance with regulations, and resolving complaints.

Incumbent reports directly to the Hancock County Tourism Commission and ultimately to the County Commissioners.

**V. Physical Effort and Work Environment**

Incumbent performs duties in standard office environment, involving sitting/walking at will, sitting/standing for long periods, lifting/carrying objects weighing 25-50 pounds, bending, reaching, close/far vision, color/depth perception, handling/grasping/fingering objects, speaking clearly, and hearing sounds/communications. However, incumbent is also responsible for shoveling snow, sweeping, and cleaning the sidewalk area in front of the building as well as light cleaning inside of the building. Incumbent will periodically work evening hours and weekends.

**Applicant/Employee Acknowledgment**

The job description for the position of Executive Director of Hancock County Tourism describes the duties and responsibilities for employment in this position. I acknowledge that I have received this job description, and understand that it is not a contract of employment. I am responsible for reading this job description and complying with all job duties, requirements, and responsibilities contained herein, and any subsequent revisions.

Is there anything that would keep you from meeting the job duties and requirements as outlined?  
Yes\_\_\_\_\_ No\_\_\_\_\_

\_\_\_\_\_  
Applicant/Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print or Type Name