

Canton Tourism Executive director job description

Manage day to day operations of the business office and the Canton Welcome Center.

Manage and schedule eight year round staff for the Canton Welcome Center and forty-five seasonal staff.

Manage all advertising including social media, TV and Radio ads as well as advertisement for Canton Tourism's events.

Manage a \$700,000 plus annual budget.

Manage all repairs and maintenance for the buildings and land.

Prepare financials, agendas and reports for a seven member Tourism Board of Commissioners, in which are conducted the quarterly board meetings.

Work closely with the Mayor, Alderman, Chamber of Commerce, and other city and county stake holders to promote Canton as a tourist destination.

Develop and implant a program of work for each fiscal year.

Prepare and assist the auditors for an annual audit as required by state.

Plan and conduct group tours year round for the city as well as our museums.

Plan, promote, create and manage all of Canton's Major events such as the Canton Christmas Festival, Canton Balloon Festival, Canton Flea Market Arts and craft show. Responsibilities for each event include creating and implementing new ideas to grow the festival each year.

Work with the Canton Tourism Beautification Committee and recruit Volunteers to clean up areas of the town as well as plant and beautify the downtown area.

Attend any speaking engagements to promote Canton Tourism

Work closely with state and federal elected officials to secure funding for varies projects in Canton.

Attend trade shows to promote Canton as a tourism destination to tour operators from around the country.

Create Events and promotions to bring a visitor to town and stay in our hotels and eat in our restaurants.

Work closely with downtown businesses to create "foot traffic".

Reports monthly to the Tourism board of commissioners and conduct quarterly board meetings

Please submit resume to jana@cantontourism.com