
City of Preston seeks the Position of TOURISM/CHAMBER DIRECTOR

Are you passionate about travel, creating unforgettable experiences and promoting local businesses? The City of Preston is seeking a dynamic Tourism Director to join our team. This is a year-round, part-time position (approximately 32 hours a week) will focus on managing tourism and Chamber of Commerce activities in Preston.

General Duties: The Director of Tourism and Chamber of Commerce coordinates tourism and promotion activities for the city and advocates for a favorable business and living environment. This position will be responsible for financial management, grant writing and support and leadership to appointed boards.

Salary Range: \$36,908 to \$50,685; paid holidays, public employee retirement package.

Minimum Qualifications: Considerable knowledge and skill (2 years of experience) in areas such as Business and Tourism or hospitality. Preferred qualifications includes post-secondary in business, marketing or related fields.

POSITION PACKET

View the full description at prestonmn.org

APPLICATION PROCEDURE

To be considered for this position, an applicant's file must be completed and received by February 21, 2024 and must contain:

1. Cover Letter
2. Résumé
3. Formal City Application

SELECTION TIMELINE

Application deadline: 02/21/24, 4:30 pm

Finalists selected: 02/26/24

Interviews conducted: 02/28/24 - 03/01/24

SEND APPLICATION MATERIALS TO

Ryan Throckmorton
City of Preston
210 Fillmore ST W
PO Box 657
Preston MN 55965

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TOURISM/CHAMBER DIRECTOR

Position Title: Tourism/Chamber Director

Department: Administration

Supervisor's Title: City Administrator

Pay Grade: 5

FLSA Status: Non-exempt

Work Status: Part-Time

Purpose

Serves as director of Tourism and the Preston Area Chamber of Commerce. Coordinates tourism and promotion activities for the City. Provides Executive leadership to the Preston Area Chamber of Commerce Board of Directors.

Organizational Relationships

Reports to: City Administrator

Communicates with: *Internally* –Tourism Board, Chamber Board, tourism employees & volunteers, City/Utility employees, City Administrator, City Council and City Attorney.

Externally – Various county and state agencies, community visitors, local businesses, state organizations (LMC) and City residents.

Supervises: Visitor Center employees

TOURISM ESSENTIAL FUNCTIONS

- Create, manage and implement a comprehensive marketing strategy each year for Preston's Tourism efforts.
- Maintains City's tourism website and social media accounts.
- Coordinate the design, printing and distribution of the Preston Visitor's Guide.
- Coordinate and design Preston Tourism advertisements.
- Plan Tourism related events like Trout Days, Rhythm by the River and other seasonal events.
- Serves as a contact person for visitors and large groups coming to Preston.
- Network with surrounding communities and other regions to promote regional tourism.
- Works through Tourism Board and with City Administrator to provide recommendations and input regarding departmental budgets.
- Manage day to day operations of the Preston Visitor's Center including scheduling, oversight of volunteers and building operations.
- Prepares agendas, agenda packets, meeting notices and minutes for Tourism Board
- Maintains a variety of Tourism records such as minutes and contracts.
- Manage Community Bike Share Program and Community Snow Shoe Program.
- Coordinate town beautification efforts including community banners.
- Write grants to help grow Preston's Tourism amenities and report yearly.
- Prepares correspondence, and other documents as needed.

CHAMBER ESSENTIAL FUNCTIONS

- Carry out the goals, mission and vision of the organization as expressed through bylaws, policies, and actions of the Board of Directors.
- Serve as a leader within the Chamber and community, and an advocate in support of a favorable business and living environment
- Create and implement marketing activities for Chamber Events, Meetings and Membership Drives.
- Communicate regularly with membership via email and in-person meetings.
- Prepare agendas and meeting packets for monthly meetings.
- Prepare and maintain a yearly budget.

TOURISM/CHAMBER DIRECTOR

- Support existing members and help recruit new membership.
- Create and distribute a monthly e-Newsletter to membership.
- Maintain website and social media group.
- Maintain the daily finances and report to the board and membership monthly.
- Attend meetings of other non-profit groups in the community to maintain relationships.
- Coordinate the Preston Community Flag program.
- Coordinate the Preston Area Chamber of Commerce Golf Tournament Event.

Other Duties and Responsibilities

- Performs other related duties and responsibilities as assigned by Supervisor or apparent.
- Attends trainings and meetings as directed.
- Marketing/Graphic Design/Website Management for City of Preston
- Assist with various EDA administrative functions.

REQUIRED KNOWLEDGE, SKILLS, and ABILITIES

- Ability to handle confidential information with discretion.
- Ability to work with minimal supervision.
- Ability to comprehend and follow oral and written instructions.
- Ability to comprehend and apply the Open Meeting Law and Data Practices Act.
- Ability to communicate effectively, both orally and in writing.
- Ability to establish effective working relationships with City and Utility officials, supervisors and their employees, representatives of other governmental units, and the general public.
- Ability to use computer/keyboard, phone, adding machine, and other office equipment.
- Knowledge of, and skill in, the correct use of English in business writing.
- Skill in the operation of computers and pertinent software packages.
- Ability to work independently and plan, organize and prioritize work tasks.
- Ability to prepare work results with 100% completeness and accuracy.
- Ability to handle interruptions and concentrate on the task at hand.
- Ability to handle multiple ongoing tasks and complete work in a timely manner.
- Ability to lift 10 pounds

Machines, tools, and equipment used: Computer and printer, phone, calculator, and other typical office equipment.

MINIMUM REQUIREMENTS

- 2 years of tourism/hospitality related experience or equivalent education

Preferred Qualifications

- Post-secondary education in business or related field.
- Class D drivers license.

Working Conditions

Typical office conditions but does require occasional work outdoors for events, etc.