



NOW RECRUITING

Destination Lancaster Tourism Director

Status: Full-time

Salary/Benefits: Competitive with benefits

Position Overview:

The Tourism director is responsible for leading, developing, maintaining and protecting Lancaster's brand while promoting Lancaster as a premier destination for leisure travel with guidance from the Board of Directors, in line with the organizations mission.

Essential Job Functions:

- Promotes Lancaster and the Antelope Valley as a destination for travel, overseeing strategy and execution of all marketing activities.
- Works closely with the City of Lancaster's communication department to coordinate marketing efforts where possible.
- Serves as Destination Lancaster's in-house expert of the region by maintaining knowledge of partners' properties, attractions and services through on-site visits and ongoing communication.
- Effectively manages the daily operations of the organization, including implementation and a dministration of the policies and programs established/approved by the board of directors.
- Steers positive economic impact in Lancaster through tourism.
- Enhance the area's public image as a dynamic place to play, work and live.
- Enhances the organizations connections and relationships in the community, including business, government, community interest groups, as well as travel and tourism industry partners.
- Reviews and maintains tourism and governance practices for completeness, accuracy, and compliance with laws and other regulations.
- Facilitates regular meetings with the Board of Directors, its special committees and hotel partners.
- Serves as an advocate for local, state, national tourism efforts to Destination Lancaster's partnership.





Education, Work Experience, and Skills:

- Strong knowledge of the hospitality, travel and tourism industry and the dynamic drivers that support local lodging economies.
- Strong knowledge of marketing, information technology and software as applied to the industry.
- Keen understanding of the dynamics of running a successful Tourism Business Improvement District (TBID) membership-based organization.
- Bachelor's Degree from an accredited four-year college or university in business administration, marketing, public relations or closely related field preferred.
- Considerable working knowledge of accounting and finance as they relate to the fiscal and financial obligations of the organization, internal accounting controls, and financial analysis of revenues and expenditures.
- Proficiency with budget and financial statement preparation. Must have strong knowledge of financial statement content and be comfortable presenting financial data to organization's leadership.
- Vision for long-range planning while focusing on the day-to-day needs of the organization.
- High proficiency in client relationship management—strong service approach with both internal and external customers.
- Excellence in organizational/project management with the ability to set and achieve strategic objectives.
- Ability to effectively communicate in a clear and professional manner.
- Must be politically astute.
- Adept at speaking in both small and large groups.
- Ability to travel domestically and abroad.
- Ability to work a flexible schedule to include evenings and weekends.

To Apply:

Submit a persuasive cover letter explaining why you feel you are a good candidate for the position and resume to: visitlanasterca@gmail.com

Destination Lancaster is an equal opportunity employer. Multicultural candidates are encouraged to apply.

Deadline:

Position is open until filled.