

Village of Johnson Creek Position Description

Name:

Department: Tourism, Promotion, and Economic Development

Position Title: Director of Tourism, Marketing & Promotion

Pay: 25/hour

Date: January 21, 2026

Reports To: Village Administrator

General Purpose of Position: Non-exempt position responsible for the management of tourism, marketing and promotional activities for the Village of Johnson Creek. This position will perform all general administrative tasks associated with Tourism & Promotion, will attend to the function of the Tourism & Promotion Commission, implement Tourism & Promotion initiatives, and develop long-range strategic marketing plans promoting the Village of Johnson Creek to increase visits to Johnson Creek and enhance Tourism potential. This position will also research, propose and apply for appropriate grants, as well as complete studies and reports that may assist the Village in current and future grant requests. This position is appointed by the Village President with approval of the Tourism and Promotion Commission. Day-to-day oversight is provided by the Village Administrator. In the Village's sole discretion, this position may be filled as a full-time position, or as a part-time position averaging no less than 24 scheduled hours per week throughout the year. This position is typically located in the office at Village Hall during normal business hours, although there are times the days and hours of work may fluctuate with the needs and workload of the position. By Ordinance, the Room Tax funds transferred to fund this position can only be authorized by the Tourism and Promotion Commission and must occur at least annually. Continuing staffing of this position will be contingent upon the continued allocation of Grant funds by the Tourism and Promotion Commission.

Minimum Qualifications: Education or experience related to tourism, marketing, promotion, or community engagement. Well qualified applicants will have a minimum of three years increasingly responsible experience with marketing, public relations, budgeting, strategic planning, community engagement, or digital marketing. Experience as a Tourism Director, Assistant Director or similar position may be beneficial. Must be proficient with office technology, Microsoft Office software, website maintenance and digital communication platforms such as Facebook, Instagram and other popular social media platforms. Graduation from high school or GED equivalent is required, with an associate or bachelor's degree in marketing, public relations, communications or related field preferred. A valid Wisconsin Class D Driver's license and the ability to drive a vehicle is required for this position.

General Description & Accountability (The following duties are normal for this position; however they are not to be construed as all-inclusive and other duties and tasks may be required and assigned):

- Schedules meetings, prepares agendas and meeting packets for Tourism & Promotion Commission meetings, with direction from Commission Chairperson.
- Attends Tourism & Promotion Commission meetings; accurately records the meeting minutes.
- Promotes Tourism Grant program and encourages community businesses and organizations to consider Tourism Grants to market their events that draw tourists to the community.
- Receives Tourism Grant applications, reviews for completeness and content, suggests application enhancements to applicants as appropriate, and distributes finalized applications to Commission members and Village Administrator.

- Manages Commission-approved Tourism Grants, drafting Tourism Grant contracts, obtaining signatures on contracts, and administering Grant reimbursement process.
- Coordinate Village services once Grants are awarded to ensure all Departments are informed of the event and arrangements are in place to provide the required services, if any (i.e. Police, traffic barricades, trash barrels).
- Identify promotional and marketing opportunities and work with Tourism & Promotion Commission to develop short-term and long-term strategies.
- Work with Village Administrator to develop Tourism & Promotion budget for approval by the Tourism & Promotion Commission.
- Manage budget throughout the year, updating the Commission on financial position, and monitoring revenues and expenditures.
- Contribute to community branding and marketing efforts maintaining a timely, consistent, professional presence for the community across communication platforms to uphold a positive image for visitors, businesses, customers, and partners.
- Maintains a robust, timely, relevant Tourism & Promotion presence on digital resources including developing and updating content on websites, Facebook, Instagram, digital sign (if available), and other relevant platforms.
- Explore grant opportunities that may benefit tourists and visitors to Johnson Creek and evaluate the associated obligations and financial implications with Village Administrator and Clerk/Treasurer as necessary prior to pursuing Board or Commission approval.
- Generate studies, reports, and other information that may be used for grant or funding opportunities. These activities may also be used to provide additional information related to tourism, marketing and promotion in Johnson Creek.
- Assists with promotional, community and tourism content for the monthly community newsletter.
- Attend local, regional, and statewide meetings or conferences relevantly related to tourism in Johnson Creek
- Work with corporate representatives locally, regionally, and statewide to promote lodging opportunities in the Village.
- Identify opportunities to encourage group events such as business meetings, banquets, and similar gatherings in the area that may result in additional overnight stays in the Village.
- Encourage businesses and/or lodging entities within the Village limits to develop marketing/promotional programs that may be eligible to receive room tax funds.
- Answers questions from the public regarding Tourist activities, opportunities, events and destinations in the Village.
- Prepares relevant correspondence and reports for Tourism & Promotion Commission, Village Administrator, and Clerk-Treasurer, as required.
- Report work activities and accomplishments regularly at Village Board and/or Tourism & Promotion Commission meetings.
- Encourage and coordinate media coverage of Village events and occurrences to promote the Village and increase the likelihood of tourist visits.
- Monitor and manage room tax revenue collections to ensure revenue is received in a timely manner.
- Coordinate the submission of all regulatory forms related to Room Tax or the provision of Tourist and Promotional activities.
- Performs related work as required.

Examples of abilities required for this kind of work:

- Ability to cooperate with a variety of other people and communicate effectively with citizens, business representatives, Commission members, elected officials, other employees and supervisor.
- Knowledge of tourism, promotion, and marketing practices and principles.
- Thorough working knowledge of Microsoft Office programs.
- Thorough knowledge of modern digital marketing platforms and websites, as well as the ability to develop and/or manage those platforms.
- Knowledge of general office practices, procedures, and ability to operate modern office equipment.
- Ability to develop and manage a program budget.
- Ability to follow complex oral and written directions and work independently.
- Ability to comprehend and accurately record the proceedings of meetings.
- Ability to deal with confidential matters.
- Ability to use tact and courtesy in dealing with people.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear, use hands to handle or operate objects, tools, or controls; and reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Language Skills: Must have ability to communicate orally and in writing with Village employees, supervisors, Village officials, Commission officials and the public.

The Village of Johnson Creek is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Village will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Employee's Signature

Village Administrator

Date

Date